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ABSTRACT

Designed to indicate the reasons behind viewer program preferences, this report presents results of a survey which asked 1,576 television viewers (monitors) to evaluate programs they liked, did not like, and/or new programs. Tables summarize the findings for why programs were chosen, their technical quality, content realism, overall quality, and how much they were liked, as well as kinds of programs monitors would like to see more of. Viewers ratings and comments are presented separately for adults and youth, and by ratings of excellent, good, fair, or poor, for a number of prime network programs: including the A-Team, Aftermash, Benson, Cheers, Dallas, Dynasty, Facts of Life, Falcon Crest, Fall Guy, Family Ties, Fantasy Island, Happy Days, Hardcastle and McCormick, Hart to Hart, Hill Street Blues, Hotel, Jeffersons, Knight Rider, Knots Landing, Love Boat, Magnum P.I., Mama's Family, Newhart, One Day at a Time, Peoples' Court, Real People, Remington Steele, Ripley's Believe It or Not, Silver Spoons, Simon and Simon, St. Elsewhere, That's Incredible, Trapper John M.D., Webster, and Whiz Kids. Also rated are news, public television, children's programs, sports, variety, and cable programs; made for television movies; reruns; soap operas; game shows; and talk shows. (LMM)

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LOOK-LISTEN OPINION POLL

1983 - 1984

PROJECT OF THE
NATIONAL TELEMEDIA COUNCIL
(formerly the American Council for Better Broadcasts)

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ACKNOWLEDGEMENTS

We are grateful to each and every participant in this poll: to the individuals, groups, colleges, universities and schools. . . thank you for your willingness to share your thoughts and feelings about television programs with us! Our special thanks to Dr. Bradford for once again coordinating the Louisiana efforts.

And to our volunteers here in Madison--Phyllis Young, Elizabeth Burr, Genevieve Finnigan, Jan Baxter, Christopher Pesl and Jane Giles--as you know, we couldn't do it without you!

LOOK-LISTEN OPINION POLL
1983 - 1984

PROJECT OF THE NATIONAL TELEMEDIA COUNCIL, INC.
(formerly the American Council for Better Broadcasts)

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INTRODUCTION

The National Telemedia Council presents the report of its 31st Annual Look-Listen Opinion Poll. The poll has been conducted each fall since the organization was formed in 1953 as the American Council for Better Broadcasts.

As a national, non-profit organization dedicated to encouraging quality in telemedia programming by educational means, NTC continues to strive toward a media-wise society. NTC believes that an informed public that evaluates and watches programs qualitatively can stimulate excellence; that the development of critical viewing skills will make possible a society that is "in" rather than "under" the control of the media it consumes.

For the thirty-one years of its existence, ACBB (whose name was changed on its 30th anniversary to National Telemedia Council to reflect the new age of telecommunications), has been convinced that this CAN be done, and its activities and projects have been aimed toward this goal. The Look-Listen Opinion Poll provides a positive way to speak out and to participate in the process of working toward excellence in program quality.

HOW THE POLL WORKS

The nation-wide Look-Listen Opinion Poll is unique in that it asks viewers not only how much they like or dislike a program, but also why. The object is to find reasons behind program preferences, not merely ratings. Thus, it is that the poll is an invitation to THINK and EVALUATE. In so doing, it serves a dual purpose: to provide an opportunity for anyone to participate in a qualitative response to the program fare offered on television each fall; and to encourage the development of critical viewing skills needed to develop television-wise consumers of the medium. It is a project for adults, a teaching tool for the classroom teacher, and an opportunity for youth to participate in an actual poll rather than a classroom exercise. It is a voice from viewers.

The preferences and opinions expressed in this report are not intended to represent a quantitative assessment nor do they constitute a recommended list or guide for viewing. They are grassroots judgments based on the desires and preferences of individuals.

HISTORICALLY. . .

The Look-Listen Opinion Poll was begun in 1953 as an effort to help people express their opinions where they count. That original purpose remains today as it was then. During the past several years, NTC has experimented with updating the Look-Listen project. Today, it asks specific questions designed to probe the reasons behind the viewers' ratings and opinions in order to facilitate a critical thought process and to encourage participants to develop their own criteria for evaluation. But the essence of the poll, a large space for the monitor's own comments, remains unchanged. Indeed, this report of the poll continues to devote the major portion of its pages to the comments of the evaluators.

Anyone can participate. The poll is not limited to members of NTC. Efforts are made to publicize it, to get as many participants and as broad a distribution as possible each year. We hope that this report will encourage the reader to join our efforts in the 1984-85 Poll.

PROFILE OF MONITORS

Demographics

The 1983-1984 Look-Listen Opinion Poll had 1,576 participants; a total of 6,125 evaluations of TV programs were received. Adults (persons over 18) comprised 51.3% of the the total at 808. 66.5% of the participants were female.

	Male	Female	Unknown	Total
Adults	191 (23.6%)	599 (74.1%)	18 (2.2%)	808
Youth	303 (39.5%)	449 (58.5%)	16 (2.1%)	768
Total	494 (31.3%)	1,048 (66.5%)	34 (2.2%)	1,576

Geographic Distribution

People from thirty-seven states took part in this year's Look-listen Poll. Louisiana again had the highest number of monitors with 335 (229 youth; 106 adults); Wisconsin followed with 265 (100 youth; 165 adults); Illinois was third with 215 participants, but led in terms of adults with 198 (a Loyola University communications class make up a large percentage of this number); Minnesota was fourth with 87; Georgia had 80; Texas 57 and Indiana 54.

Occupation of Participants

Of the adults (51.3% of the total participants), the largest group were college-age students (36.7% of adults) from various mass communication classes around the country. 53 teachers (6.6%), 77 in professional/management category (9.5%). 78 in sales and blue collar (9.7%), 109 retired people (13.49%), 142 housewives (17.6%), 7 represented the field of agriculture (.3%), and 40 did not specify an occupation (5%).

School children comprised 47.3% of the total evaluators. Of these, 156 (20.3% of total youth) were elementary age; 175 (22.8%) middle school-age; 437 (56.9%) were in high school.

The Evaluation Form

The 1983-1984 Look-Listen Opinion Poll (reproduced partially on next page) was very similar to the form used the previous year. One legal sheet of paper contained four poll evaluation forms. Most participants evaluated four programs. They were again asked to evaluate programs they liked, programs they did not like, and/or new programs. Although asked not to evaluate local programs and syndicated reruns, many people did so. The 1983-84 Look-Listen

Opinion Poll was conducted during the fall of 1983, but evaluations were accepted through January of 1984 due to a special promotional effort made in late December.

As seen on the poll form, specific questions regarding the programs are asked. Space is provided for comments as well: explanations of why the questions were answered the way they were; reasons the program was liked or disliked; comments about the writing, acting, content of the program, etc. The intent of the questions is to provoke critical thinking as well as to elicit opinions as to individual preferences.

Respondents are also asked to indicate what sort of programs they would like to see more of, and if they had written to those involved in the industry about the programs they watch. An essay question is also included to stimulate people to think about how they would run a network, if they had a chance. Two hundred participants responded to this question.

Program Ratings

As part of the program evaluation, participants were asked to assign a rating to the program they selected to view for the Look-Listen Poll. This system is used as a guide in evaluating how people feel about what they watch on TV. If an evaluator gave a program a rating of "excellent", we scored that response as 4; "good" scored as 3; "fair" scored as 2; and "poor" scored as 1. Using these scores, we calculated average ratings for each of the programs receiving 30 or more evaluations. A score of 4.0 would be the highest possible rating and a score of 1.0 the lowest possible score.

EVALUATION 4

1. **Name of Program** _____ (34-36) ___
   Network (circle 1): ABC (37-1) CBS (-2) NBC (-3) PBS (-4) Cable (-5) _____
   Date _____ **Time** _____
   Do you watch this show regularly?
   Yes ___ (38-1) No ___ (-2) My 1st time ___ (-3) Not a regular show ___ (-4)
2. **Why did you choose this program?**
   entertainment/interest ___ (39-1) education ___ (-2) pass the time ___ (-3)
   program selected by someone else ___ (-4) for this poll only ___ (-5)
3. **How would you rate the technical quality of this program?**
   Excellent ___ (40-1) Good ___ (-2) Fair ___ (-3) Poor ___ (-4) Don't know ___ (-5)
4. **Did you think the show's content was realistic?**
   Yes ___ (41-1) No ___ (-2) No, but it didn't intend to be realistic ___ (-3)
5. **How would you rate this program overall?**
   Excellent ___ (42-1) Good ___ (-2) Fair ___ (-3) Poor ___ (-4)
6. **How much did you like the program?**
   enough to recommend it to a friend? Yes ___ (43-1) No ___ (-2)
   enough to watch it again? Yes ___ (44-1) No ___ (-2)
7. **WHY did you like or not like this program?** Please give reasons in the space below.

Check (√) the kinds of programming of which you would like to see more:
Drama Specials ___ (45) Music Specials ___ (46) News ___ (47) Comedy ___ (48) Movies ___ (49) Sports ___ (50) Religion ___ (51) Other ___ (52) _____ (specify)

You may also wish to send a copy of your comments to people who make or pay for the program. Please check if you have written to:
sponsor ___ producer ___ your local station ___ network ___

If you were in charge of your own network, how would you program a day for a diverse (mixed) audience? (Use separate sheet)

Please complete the following for statistical purposes:
1. **Age:** 18 or under ___ (53-1) Over 18 ___ (-2) [**Age** optional _____] 2. **Sex:** male ___ (54-1) female ___ (-2)
3. **Occupation** _____ (55) _____ 4. **State** _____ (56) _____ **Zip** _____
5. **Name of your school/group** (if applicable) _____
6. **Your name and address** (optional) _____

___ Enlist me in next year's LLOP

Mail to ACBB, 120 E. Wilson St., Madison, WI 53703 by December 15, 1983.

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RESULTS AND OBSERVATIONS

THE MOST EVALUATED PROGRAMS OVERALL

Program	Number of Evaluations
A Team	226
Dynasty*	161
Hill Street Blues*	159
Cheers	158
Three's Company*	149
Knight Rider*	121
Dallas*	113
Facts of Life	108
Aftermash	101
60 Minutes	99

ADULT MOST EVALUATED		YOUTH MOST EVALUATED	
Hill Street Blues*	108	A Team	158
Cheers	98	Three's Company*	115
Dynasty*	89	Knight Rider	92
A Team	68	Dynasty*	72
Aftermash	63	Facts of Life*	70
60 Minutes*	60	Happy Days*	71
General Hospital	57	Dallas	67
St. Elsewhere	48	Diff'rent Strokes*	61
Dallas*	46	Cheers	60
The Day After	45	Dukes of Hazzard	59

It should be noted that the inclusion and position of the programs listed in the top and low ratings charts (on next page) have been influenced by several factors. One factor is simply the number of evaluations received for each program. We do not report the average rating for programs with fewer than 30 total evaluations because those averages would be based on too few evaluations to be reliable. We also do not report average ratings by youth or adult monitors where there are fewer than 15 evaluations by an age group. (Comments on some of these programs are still included in the report, however.) Secondly, the averages for the combined evaluations of youth and adults are affected by the relative proportion of each group which chose to evalute the program. Thus some overall averages are weighted by a large proportion of youth evaluations, while others by a preponderance of adults. Thirdly, as in previous years, we found that most monitors chose to watch and evaluate shows which they liked--giving an overall high average rating for programs watched. However, in some cases, evaluators chose to view shows which they felt should be singled out for criticism.

One note of interest: Adults and youth were in agreement in half the programs they rated highly. This has not always been the case in previous polls.

*Among the ten most evaluated programs in the previous (1982-83) Look-Listen Report.

OVERALL TOP TEN RATINGS		OVERALL BOTTOM TEN RATINGS	
Fame (syndicated)*	3.789	The Dukes of Hazzard (CBS)**	1.830
Sesame Street (PBS)*	3.741	We Got It Made (NBC)	2.237
Hill Street Blues (NBC)*	3.741	Oh Madeline (ABC)	2.458
St. Elsewhere (NBC)	3.672	People's Court (syndicated)	2.581
20/20 (ABC)*	3.612	Dallas (CBS)	2.625
Webster (ABC)	3.588	Fall Guy (ABC)	2.673
Cheers (NBC)	3.558	One Day At A Time (CBS)	2.821
Monday Night Football (ABC)	3.565	Scarecrow & Mrs. King (CBS)	2.830
Family Ties (NBC)	3.500	Benson (ABC)	2.871
Simon & Simon (CBS)	3.466	That's Incredible! (ABC)	2.857

ADULT HIGH RATINGS		ADULT LOW RATINGS	
Sesame Street (PBS)*	3.793	We Got It Made (NBC)	1.323
Vietnam (PBS)	3.792	The Dukes of Hazzard (CBS)**	1.621
Hill Street Blues (NBC)*	3.729	Just Our Luck (ABC)	2.000
20/20	3.679	Oh Madeline (ABC)	2.080
M*A*S*H (syndicated rerun)*	3.647	Fall Guy (ABC)	2.375
St. Elsewhere (NBC)	3.646	Hardcastle & McCormick (ABC)	2.467
60 Minutes (CBS)*	3.533	Three's Company (ABC)**	2.484
Cheers (NBC)	3.505	A Team (NBC)	2.485
Monday Night Football (ABC)	3.444	One Day At A Time (CBS)	2.632
Jeffersons (CBS)	3.412	Scarecrow & Mrs. King (CBS)	2.641

YOUTH HIGH RATINGS		YOUTH LOW RATINGS	
Fame (syndicated)*	3.787	The Dukes of Hazzard (CBS)**	1.932
Hill Street Blues (NBC)**	3.765	People's Court	2.235
St. Elsewhere (NBC)	3.750	Fantasy Island (ABC)	2.400
Webster (ABC)	3.736	Dallas (CBS)	2.530
Cheers (NBC)	3.661	Ripley's Believe It or Not (ABC)	2.688
Family Ties (NBC)	3.659	Oh Madeline (ABC)	2.735
Dynasty (ABC)	3.625	Newhart (CBS)	2.733
Monday Night Football (ABC)	3.600	We Got It Made (NBC)	2.778
Simon & Simon (CBS)	3.575	That's Incredible! (ABC)	2.806
Knots Landing (CBS)	3.500	Aftermash (CBS)	2.868
20/20 (ABC)*	3.500		

*These programs were on the same list of high or low average ratings in last year's poll.

**These programs were on the same list of high or low average ratings in the past two years.

EVALUATION AND RATINGS--ALL MAJOR PROGRAMS

Program	Number of Evaluations			Average Ratings		
	Total	Adult	Youth	Total	Adult	Youth
A Team	226	68	158	2.969	2.485	3.178
Aftermash	101	63	38	2.900	2.918	2.868
All My Children (Soap)	37	30	7	3.432	3.366	--
Benson *	31	15	16	2.871	2.867	2.875
Cheers	158	98	60	3.558	3.505	3.661
CBS Evening News	30	22	8	3.429	3.350	--
Dallas	113	46	67	2.625	2.761	2.530
Day After	58	45	13	3.207	3.022	--
Diff'rent Strokes	71	10	61	3.400	3.444	3.393
Donahue	31	30	1	3.117	3.233	--
Dukes of Hazzard	88	29	59	1.830	1.621	1.932
Dynasty	161	89	72	3.390	3.195	3.625
Facts of Life	108	38	70	3.009	3.079	2.971
Falcon Crest	39	21	18	3.159	3.190	3.111
Fall Guy	50	16	34	2.673	2.375	2.971
Fame	57	10	47	3.789	--	3.787
Family Feud	31	22	9	2.935	2.955	--
Family Ties	81	40	41	3.500	3.333	3.659
Fantasy Island	29	14	15	2.357	2.308	2.400
General Hospital (Soap)	91	57	34	3.055	2.877	3.353
Gimme a Break	40	10	30	3.325	--	3.367
Happy Days	85	14	71	3.119	--	3.157
Hardcastle	75	30	45	2.973	2.467	3.311
Hart to Hart	88	43	45	3.140	3.119	3.159
Hill Street Blues	159	108	51	3.741	3.729	3.765
Hotel	61	46	15	2.803	2.761	2.933
Jeffersons	72	17	55	3.329	3.412	3.302
Just Our Luck	51	11	40	2.941	--	3.200
Knight Rider	121	29	92	3.280	2.821	3.422

Program	Number of Evaluations			Average Ratings		
	Total	Adult	Youth	Total	Adult	Youth
Knots Landing	82	30	52	3.427	3.300	3.500
Love Boat	78	38	40	2.936	2.842	3.025
Magnum P.I.	90	40	50	3.337	3.205	3.440
Mama's Family	32	13	19	2.903	—	3.105
M*A*S*H (Reruns)	42	17	25	3.357	3.647	3.160
Monday Night Football (Sports)	62	27	35	3.565	3.444	3.600
Mr. Smith	31	16	15	2.567	2.267	2.867
Newhart	55	39	16	3.018	3.205	2.733
Oh Madeline!	60	26	34	2.458	2.080	2.735
One Day At a Time	40	19	21	2.921	2.632	3.000
People's Court	31	14	17	2.581	—	2.235
Real People	48	24	24	3.229	3.375	3.125
Remington Steele	78	36	42	3.387	3.382	3.390
Ripley's Believe It or Not	30	13	17	2.966	—	2.688
Scarecrow & Mrs. King	54	40	14	2.830	—	3.429
Sesame Street	32	29	3	3.750	3.793	3.333
Silver Spoons	38	9	29	3.263	—	3.310
Simon & Simon	59	18	41	3.466	3.222	3.575
60 Minutes	99	60	39	3.455	3.533	3.333
St. Elsewhere	64	48	16	3.672	3.646	3.750
That's Incredible	49	18	31	2.857	2.944	2.806
Three's Company	149	33	116	3.014	2.484	3.165
The Tonight Show	30	26	4	3.241	3.160	—
Trapper John M.D.	31	20	11	3.419	3.250	—
Trauma Center	34	15	19	3.206	2.933	3.421
20/20	50	28	22	3.600	3.679	3.500
Vietnam (PBS Documentary)	27	24	3	3.741	3.792	3.333
We Got It Made	76	31	45	2.237	1.323	2.778
Webster	81	54	27	3.588	3.296	3.736
Whiz Kids	54	26	28	3.037	2.769	3.286

TABLES OF RESULTS

The tables below present the results from the questions that were asked of the respondents of the Look-Listen Opinion Poll. Below each table are more findings and observations which we were able to glean from the available data.

NETWORK WATCHED*

	ABC	CBS	NBC	PBS	CABLE	NOT SPECIFIED
Adult	24.4%	23.7%	27.3%	10.9%	5.0%	8.8%
Youth	26.5%	21.6%	31.4%	1.9%	6.0%	12.6%
Overall	25.4%	22.7%	29.3%	6.5%	5.5%	10.6%

There was not as even a distribution in viewership among the three major commercial networks this year as in previous years; viewing of PBS programs was comparatively the same overall and for youth, but was one percent less than last year for adults. Cable networks received a two percent increase overall and for youth this year and a three percent increase for adults. A fair percentage of participants did not reflect a network at all.

We analyzed the ratings of programs viewed in each of the categories and found PBS to be the qualitative winner with a rating average of 3.530. Cable was next with 3.110. Then NBC with 3.091; CBS with 3.005; and ABC with 2.924.

DO YOU WATCH THIS SHOW REGULARLY?

	Yes	No	First Time	Not a regular show**
Adult	49.0%	26.0%	10.7%	13.5%
Youth	60.9%	22.0%	6.3%	9.9%
Overall	54.8%	24.0%	8.5%	10.4%

Because the Look-Listen Poll is conducted in the fall of each year, many people chose to watch season premieres or tuned into new programs or specials. Thus over 45% did not regularly watch the programs they evaluated.

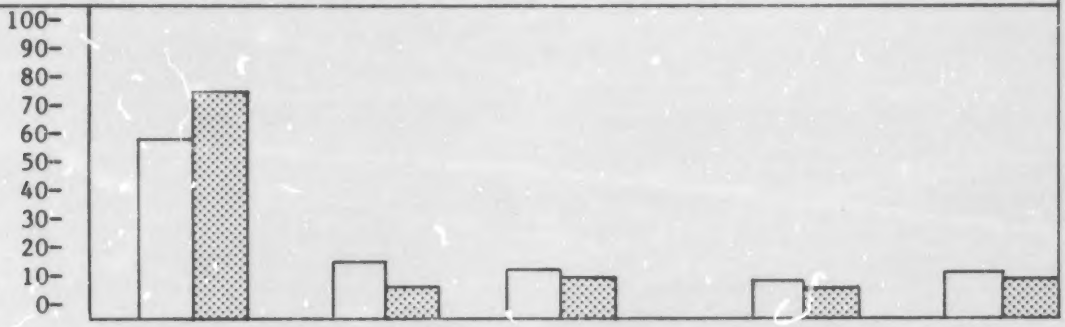
We analyzed how programs watched for the first time were rated in comparison to the overall program ratings and found that both adults and youth were tougher on the programs that they were watching for the first time. Whereas adults gave excellent and good ratings to 78% of the programs overall, they only gave 51.3% of the programs watched for the first time high ratings. Youth gave only 16% of the total programs a fair or poor rating, they rated 26.5% of the programs they watched for the first time a low rating.

*It is important to note that we saw many discrepancies between what network people said they were watching, and the network programs were really on.

**25% of those who checked "not a regular program" were erroneous responses. An interpretation might be that the respondents meant that they do not watch the program regularly.

WHY DID YOU CHOOSE THIS PROGRAM?

	Entertainment/ Interest	Education	Pass the Time	Selected by Someone Else	For Poll Only
Adult	58.0%	14.9%	10.8%	6.1%	9.7%
Youth	72.6%	5.4%	8.8%	5.0%	6.9%
Overall	65.2%	10.2%	9.8%	5.6%	8.3%



People continue to watch for entertainment and interest. Of those who said they chose a program for education, we found that participants chose programs that provide information (e.g. 60 Minutes, 20/20, News, The Day After, Donahue, PBS specials, National Geographic, VietNam, Wall Street Week, etc.). Some youth did find education in "unorthodox" places (e.g. football, ATeam, Happy Days, cartoons), but these were very few.

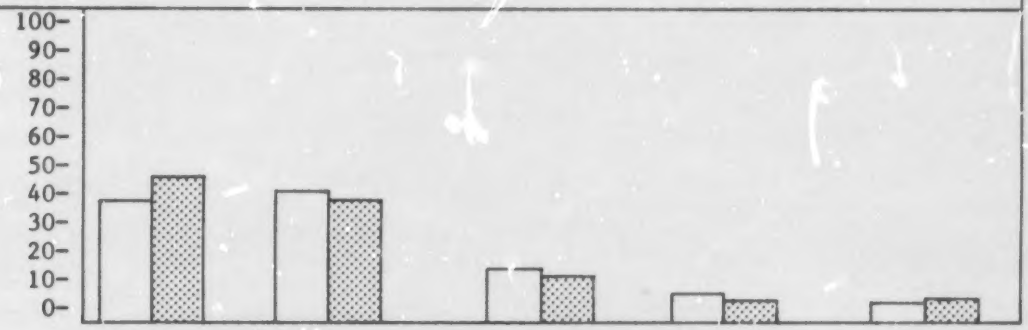
We again looked at the rating trends in selected categories. Programs chosen for education received high ratings in over 90% of the cases. Again we found a tougher attitude toward the programs that were watched when selected by someone else and when watched for this poll only. 46.3% of the programs selected by someone else were rated fair or poor by the youth; 58.6% of these programs received low ratings by the adults. When watching in order to evaluate strictly for the poll, viewers became quite ungracious--65% of the programs got a low rating (as compared to 16% overall low ratings given by youth); 67% from the adults (20.9% overall).

DID YOU THINK THE SHOW'S CONTENT WAS REALISTIC?

We analyzed the results of this question by individual program and found that monitors differ in their opinions regarding realism. For example, of the 75 evaluations received for **Hardcastle and McCormick**, 36 said the program was realistic, 28 said it was not realistic, and 11 felt it was not meant to be realistic. We found only three cases where the judgments were unanimous: for **Vietnam**, 20/20, and **St. Elsewhere** were each judged realistic by <u>all</u> the evaluators. There were no other unanimous decisions.

HOW WOULD YOU RATE THE TECHNICAL QUALITY OF THIS PROGRAM?

	Excellent	Good	Fair	Poor	Don't Know
Adult	38.3%	41.5%	11.8%	4.4%	1.2%
Youth	44.8%	38.5%	10.9%	3.5%	2.0%
Overall	41.5%	40.0%	11.4%	3.9%	1.6%



It seems that objectivity in rating technical quality of a program was colored by how well the program was liked overall. Perhaps many viewers do not understand what "technical quality" is. If a monitor rated the technical quality Fair or Poor, the overall program rating was Fair or Poor 70% of the time.

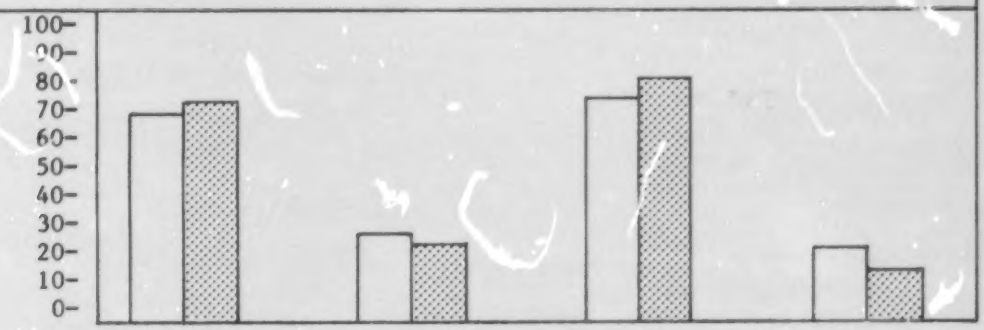
HOW WOULD YOU RATE THIS PROGRAM OVERALL?

	Excellent	Good	Fair	Poor
Adults	42.1%	35.9%	12.7%	8.2%
Youth	47.1%	36.4%	11.1%	4.9%
Overall	44.6%	36.2%	~~18.5%~~ 11.9%	6.6%

It is obvious that the people who watched television for this poll generally liked what they saw more than they disliked it -- at least we can say that people generally liked what they chose to view for this poll. Programs watched for educational reasons were rated high (97.5%). People were much more critical when they viewed the program specifically for the poll or because it was selected by someone else. 66% of these were rated fair or poor. Almost 1% of the total respondents did not give a rating.

HOW MUCH DID YOU LIKE THE PROGRAM?

	Enough to recommend it to a friend?		Enough to watch it again?	
	Yes	No	Yes	No
Adults	69.9%	26.5%	73.8%	20.3%
Youth	72.5%	22.9%	81.6%	13.2%
Overall	71.2%	24.7%	77.6%	16.8%



KINDS OF PROGRAMS MONITORS WOULD LIKE TO SEE MORE OF*

	Overall	Adult	Youth	Male	Female
Drama	32.4%	44.8%	19.3%	16.6%	40.6%
Music	32.9%	41.7%	23.7%	23.3%	38.4%
News	9.3%	13.6%	4.0%	9.5%	8.8%
Comedy	46.8%	46.8%	57.7%	54.3%	43.9%
Movies	47.3%	41.0%	54.3%	45.3%	42.0%
Sports	14.9%	11.0%	19.0%	33.6%	6.1%
Religion	6.7%	11.3%	2.0%	3.2%	8.6%
Other	16.5%	19.4%	13.4%	17.0%	18.0%

The 'Other' kinds of programs of which adults would like to see more are Science/Nature programs, Documentaries, and Children's Programs; youth want more Soaps and Love Stories, Rock Concerts and Music Videos, and Gymnastics. Individuals from both groups want more family viewing.

*Monitors could choose more than one type of program.

VIEWERS COMMENTS
PRIME TIME NETWORK PROGRAMS

The following are comments by Look-Listen participants on the Prime Time network (ABC, CBS, NBC) programs -- with the exception of **Fame** and People's Court which are in syndication. (Quotes include misspellings.) In looking at what these viewers said about the programs a few generalizations can be made as to why they liked or did not like what they viewed.

People seemed to like to view realistic situations where the characters showed true to-life feelings and emotions. Most of the Prime Time programs that earned high ratings are there for this reason. Good acting and good writing were also mentioned frequently in the comments on highly rated programs. Of particular interest, most of the top rated Prime Time programs were viewed as realistic, and featured both good writing and acting.

Look-Listen viewers also showed a preference for comedy programs. They liked programs where they could laugh at themselves or laugh at the situations the characters got into. Monitors also liked programs that could provide an escape--either 'adult fantasy' prime time soap operas, or 'action' private detective series.

On the other hand, the programs that received some of the lowest ratings in this year's Poll were those that were considered to be 'fake' by the viewers. Furthermore, often when people did not like a program they were viewing it was because they thought the show was 'insulting their intelligence.'

A TEAM

	Exc.	Good	Fair	Poor	Total	Score
Adults	8	27	23	10	68	2.485
Youth	62	69	18	8	158	3.178
Overall	70	96	41	18	226	2.969

ADULTS

Exc.- "It was action packed and an escape from the normally boring day. Another reason I liked this show is that it teaches some good old fashion values, nobody is ever killed, the team always helps the under dog, and the good guys always win." "Great good guys vs. bad guys--with updated techniques. Zany but fun to watch. While there is excessive violence, this is offset by characters and fun situations."

Good- "It is pure escapist entertainment. The casting is very good, and the violence is made acceptable by the story. The writers even try to incorporate some social issue into each program." "The show is well-written, clever, imaginative, ingenious, funny, and altogether entertainment." "The **A Team** offers humor, action and creativity. The characters are easy to relate to." "The humor in the show is refreshing. The characters all have a unique personality of their own." "Here I return to my childhood. This show proves to be a great outlet for the days frustration." "I'm afraid Mr. T will tear my head off if I say anything bad about it."

Fair- "Plot is interesting. Characters are clever and different but the blowing up things and fights seem unnecessary." "I felt this program was totally unrealistic and immature. It teaches you nothing and yet people are still drawn to it." "Even though the **A Team** tried to do good, I did not agree with the manner in which they went about it. An 'eye for an eye' is not a justifiable means for stopping extortion." "The acting is good. The plot is predictable." "There is too much violence in it. Their solution is always to punch someone out or dynamite something." "The story is always

the same, someone is in trouble and the A Team rescues them. I think Mr. T is repulsive." "What the A Team needs is a better writing team."

Poor- "I don't think I've seen that much violence/action in my whole life. The hero image that is presented with the characters of this show are nothing like the people I meet and I wonder just how much of this fantasy kids believe!!" "This show promotes violence to a great extent and Mr. T creates a very poor image of blacks." "Violent. Proposterous. Terrible, terrible, terrible."

YOUTH

Exc.- "The people fight for things that are right. There is violence but no blood. Its funny but not dumb. Its so unrealistic I love it!" "Like the characters. Good action." "I enjoy this show a lot because it is so unbelievable." "Its like the picture where they let nobody mess with the poor people." "It was exciting, there was a lot of violence, lots of guns and smashing of heads." "Mr. T is my Hero. He is very funny." "It has comedy, fights, guns, and a lot of action." "The show is funny, serious and always has a well tied-in plot." "It brings out my innermost emotions, like aggression and violence." "It was exciting and realistic and dramatic." "I think Mr. T is cool and I love tough people." "It has lots of action and it is funny." "I really like the adventure." "Its what picks people up. Comedy, action, and a little drama, and its a lot of fun." "I like to see Mr. T beat up people and I like to see the stunts." "While watching it I can forget everything."

Good- "Its just fun, it's not serious and has lots of action." "The actors are what make the show really good." "It is fun and it is a little violent but not much." "I like the A Team because of B.A., he's big and bad. Their against the crooks." "I watch it because Mr. T plays on that show. He's my main hero." "I like Mr. T." "All the characters match together perfect and make a funny adventure show." "The effects were excellent, it had an interesting plot, and most of the characters were good." "Shows all tend to be the exact same skeleton but different body." "It is just a show that is fun to watch." "The characters are great but there is too much violence and it is not very realistic." "It was realistic." "I like the fights and the van." "Although it is fake and probably bad for small children I think it is very funny." "The show is unrealistic because it is impossible to do some of the things they do, but these things make the show interesting." "The show was entertaining and suspenseful. Its characters are funny and resourceful in all situations." "I like to see Mr. T beat up and outwit the bad people with crazy plans." "The excitement overwhelms me." "I watched it because I watched Happy Days for too many years."

Fair- "This is a stupid program. Its probably a bad influence because the 'good guys' go out and rob, shoot at people, and drive crazily. All it is is a bunch of car chases, shooting at people, and Mr. T making threats." "Bad because the 'good guys' kick people around." "I can't quite understand how these guys can shoot M-G's left and right, throw dynamite everywhere, and have no one gets hurt." "There was too much violence." "I didn't like it because the acting was bad and the situations were not even close to realistic. I would only recommend it if someone liked violence and explosions."

Poor- "It is absolutely unbelieveable and much too violent." "This show portrays impossible stunts and other unrealistic actions as everyday life."

AfterMASH

	Exc.	Good	Fair	Poor	Total	Score
Adults	15	29	14	3	63	2.918
Youth	10	17	7	4	38	2.868
Overall	25	46	21	7	101	2.900

ADULTS

Exc.- "The mixing of what appear to be real life events and problems with comedy makes the show a very entertaining program." "It is very realistic depicting in a humerous way what happens to people after they leave a war setting." "Interaction is warm and human; storyline is compelling." "Good balance of serious and silly." "The writers and actors have faced the difficult talks of creating a show that keeps ties to the mother show M*A*S*H and at the same time create its own style and individuality as a seperate and distinct show. I admire the way they have met and conquered this challenge."

Good- "These characters are all old friends. Its nice to see what is happening in their lives." "The characters were two dimensional with a sense of humor that brought laughs to the cold reality of a Veterans Hospital. The setting is so real that it allows you to become a part of the hospital and its challenges." "Its hard not to make a comparison with old M*A*S*H. Not as good but the cast does well and this episode was very well written, directed and acted." "The human interest stories in the hospital were true to life." "What impressed me about M*A*S*H and about the one episode of AfterMASH that I've seen is that the possibilities of finding joy, humor and kindness in life despite the negative side of a situation is a healthy thing to see on TV." "Although the show was trying to be realistic about the post-war problems of veterans it just wasn't that funny. As a viewer I couldn't help but let my mind wander back to M*A*S*H and its characters. Maybe its just too hard not to see Klinger in a dress or to really see Mildred instead of a picture on a desk." "There was honesty in human frailities." "This show lacks the punch of its creator and the episode I saw Monday about a strange day at the hospital was pretty forgettable."

Fair- "The story line was silly and characters looked foolish, without being funny." "I really wanted to love AfterMASH being an old fan of M*A*S*H but the writing isn't as good; the directing and editing aren't as tight; and the leads are good supporting actors but don't seem to be able to carry the show. I'm so sorry!" "AfterMASH does not have the witty banter or general camaraderie that its original had."

Poor- "The script was corny and juvenile, nothing like the original M*A*S*H. The characters were shallow and not capable of carrying their own show. Many of the jokes were in poor taste.

YOUTH

Exc.- ""The actors are terrific. It is very realistic." "It has funny parts and serious parts." "It has funny situations with good acting."

Good- "I watch this program because M*A*S*H was good and this is good and funny at times." "I liked it because of the characters and because of the set." "AfterMASH is funny and has lots of action."

Fair- "Make it into its own show, strengthen and refine the hospital staff. The hospital administrator is too weak. Do not concentrate the plot on Potter's past, but rather on his future." "AfterMASH is boring."

Poor- "Tried to be funny but wasn't. Tried to be dramatic but wasn't."

BENSON

	Exc.	Good	Fair	Poor	Total	Score
Adults	4	7	2	2	15	2.867
Youth	4	7	4	1	16	2.875
Overall	8	14	6	3	31	2.871

ADULTS

Exc.- "The pacing of the show is excellent and the material timely." "All of the characters are fine actors."

Good- "The satire is enjoyable in the manner that it depicts the governmental life of official executives. The program is very enjoyable because of the

unique style of the format and the fine acting." "Benson is freshly amusing. I feel comfortable with the mood of the show and find it most relaxing after the long day that Friday is."

Fair- "Benson is a dumb situation comedy."

Poor- "I especially did not like the character of the governor because he is too ignorant to relate to reality."

YOUTH

Exc.- "It is funny and enjoyable, it made me laugh."

Good- "This program is very funny and has good characters." "It is humorous and had decent jokes."

Fair- "It bores me."

CHEERS

	Exc.	Good	Fair	Poor	Total	Score
Adults	64	24	3	6	98	3.505
Youth	39	19	1	0	60	3.661
Overall	103	43	4	6	158	3.558

ADULTS

Exc.- "I like this program because it makes me laugh. The key to this show's humor is the combination of the characters' personalities." "The characters are real people you can empathize with." "It is well written, clever, enjoyable, great cast." "It ridicules modern problems and makes them seem so small." "The main characters of the show have personalities that both click and clash." "It entertains you without insulting you." "I am a great fan of effective one-liners, and this show is packed with funny line after funny line." "It is comical, yet realistic." "Cheers manages to present a believeable cast with whom you can empathize quite easily; everyone knows real people like the cast." "The writing is witty and exceptionally funny." "Has humor and sensitivity in dealing with a number of human and social isues without denying or simplifying their complexity." "All the characters on this show are real people, with honest personalities. Their joys and disappointments are similiar to those of average people. We can all relate to them and I enjoyed that." "I like this program because it sparkles with delightful dialogue, well delivered and well timed." "The plot is original and the quality of acting is consistently good." "I watch the entire program with a half-grin on my face. The jokes tend to be subtle; the characterizations almost flawless; and the theme song points out the appeal - everyone does yearn for a 'place where everyone knows his name'."

Good- "I liked the show because it dealt with simple everyday experiences that could happen to anyone." "The pleasure of watching Cheers is based on the strength of its characters." "From week to week I enjoy Diane's literary allusions, Sam's level headness, and the friendly neighborhood bar setting. I think the writing is fun usually high quality." "Funny-interesting humor." "It was a typical situation comedy and I enjoyed it for its entertainment content." "The writing is intelligent, sophisticated and witty. The show is humorously contemporary. A well made package!"

Fair- "The plot was thin, typical and very easy to second guess. The characters were stereotyped. The rich educated snob in love with the poor, hardworking guy. Pressures from friends and old loves test the relationship. Of course, against all odds, love lasts. The supporting actors are typical." "It is very boring and a waste of time and effort."

YOUTH

Exc.- "It showed some of the ways people express their feelings." "The characters are so human--you can easily relate to them. They're funny though, because the things that happen to them are usually a little strange." "Very witty, imaginative. Unpredictable story line." "Good

quick puns." "The characters are so real and they make you laugh and just have a good time!" "It's the best written and best directed program on TV today." "It's funny because it's so realistic." "It shows a wide assortment of characters dealing with life in various humorous ways." "I can almost feel the closeness of the characters." "Original." "It's very funny, witty, the writing is so good, they come up with the best jokes and comebacks."

Good- "I like this show because it shows friendship." "Cheers is probably as realistic as it can get without losing some of its funniness." "The program is very witty and always cheers me up. The plots are enthusiastic." "This show was not as predictible as most, the humor was well timed, and the acting was good."

DALLAS

	Exc.	Good	Fair	Poor	Total	Score
Adults	11	20	8	7	46	2.761
Youth	20	21	9	6	67	2.530
Overall	31	41	17	13	113	2.625

ADULTS

Exc.- "Quality of acting and writing is excellent." "The show portrays beautiful people in glamorous settings who, in spite of wealth and power, have daily heartbreaks and problems just like ordinary people. It's a great vehicle for escape." "It tends to leave you hanging at times as to what is going to happen next. J.R. is the best actor on the show because he is a nasty coniver and that is what viewers like to watch in a series like Dallas."

Good- "It has an unbelievable ability of grabbing your interest from week to week. The acting is excellent and the script is very well written." "I watch Dallas purely for entertainment. I can relax and unwind when I watch this program." "It is suspenseful." "J. R. plays his role very well and consequently makes Dallas exciting."

Fair- "The plot is made too obvious." "No 'real' life situations."

Poor- "I did not like the program because it centered on greed, lying, and adultery. It glamorized immorality. Also it was very boring."

YOUTH

Exc.- "I can really get involved in it. I think the characters are real and I often find myself hating or loving them. I also like the way it continues each week." "It's exciting and it has a different episode every week, so it sort of keeps you in suspense until the next week." "It reminds me of my relatives." "It is a thrilling drama. Strong on plots."

Good- "I like the adventure and suspense. The actors are very good also." "It's exciting to see J. R. scheme people." "It keeps you in suspense. The show ends when something exciting is about to happen." "The actors play their roles just as if they were real." "This shows you what happens when your money goes to your head."

Fair- "I don't like it very much but sometimes I enjoy watching it." "To me it is not real. It is so fake." "It's not down-to-earth."

Poor- "The characters are blah and lifeless."

DIFF'RENT STROKES

	Exc.	Good	Fair	Poor	Total	Score
Adults	4	5	0	0	10	3.444
Youth	28	29	4	0	61	3.393
Overall	32	34	4	0	71	3.400

YOUTH

Exc.- "This show has a good plot involved and is also a humorous show. I like the way the actors portray the characters so well." "I enjoy watching these characters because they are funny and make me laugh." "I liked it

because it is realistic." "I like this program because it is about kids our age and it is funny." "It helps you to understand things that are right and things that are wrong." "It teaches you about life." "Arnold is cute."

Good- "It's a nice program and its very funny. And it's about kids and their weekly problems." "They make the Drummond family feel like there a real family. And every problem they have, they always find a way to solve it." "It is full of laughter." "It is educational and fun to watch." "It is funny and kids can understand it." "It has comedy and most of the time there is a moral." "This show is very funny!" "It shows that we can live together without always fighting."

Fair- "It was not at all realistic. They tried too hard to be funny. The acting was not too wonderful."

DUKES OF HAZZARD

	Exc.	Good	Fair	Poor	Total	Score
Adults	0	6	6	17	29	1.621
Youth	5	10	20	24	59	1.932
Overall	5	16	26	41	88	1.830

ADULTS

Good- "The episode I watched was well done and funny, especially because of the comedic character played by the fine actor Sorell Book. I liked the 'good guys vs. the bad guys' concept of the story." "I enjoy this show to see good triumph over evil. The camera angles used enhance the fabulous stunts."

Fair- "The characters are pathetically boring, the plot is pathetically laughable and the diaglogue, childish." "Bad stereotyping of women."

Poor- "The acting is poor, the show lacks any content or style." "The show glorifies rebellion, irresponsibility, criminal activities, immorality and disrespect." "This program insults your intelligence. There is no content and it is completely absurd." The characters are exaggerated, stereotyped, and provide confusing role models to children." "The story is awful, acting abyssmal, and there are overtones and undertones of violence, sex, corruption and other things only in the program to titillate! What is entertaining about watching two 25 year old adolescents driving a car carelessly? This is junk."

YOUTH

Exc.- ""Lots of action."

Good- "I like it for one reason, good action. I did not like it because it repeats the same plot, bad guys trying to arrest good guys." "The Dukes of Hazzard is all right but it has too many men involved."

Fair- "It isn't realistic." "I do not like to watch this kind of show because I don't really get anything out of it." "The car stunts are crazy." "There are an infinite number of unrealistic car chases that are at times mechanically impossible. It also depicts the population of the rural south as ignornat idiots." "It really didn't have a good plot. All it really was was a bunch of car chases and jumps. The two good old country boys were very unbelieveable."

Poor- "Its a dumb show that stereotypes the 'South' as part of the country where all that people have to do is ride around chasing around and being chased. It seems the only one's who would watch this show are the young boys and the men that never grew up!!" "It's not realistic, cars don't really jump into the air and then land without getting smashed up." "All they do is get chased over and over again. To me its very boring." "Very fake!" "It is very unrealistic, makes the police look stupid and like 'the bad guys' and makes breaking the law look like the right thing to do." "I dislike this program because the characters don't act like normal people would." "I don't like this show because its so unrealistic. They may

show a car accident and everyone comes out O.K. That's not the way things are and some children don't know that." "This show was terribly written, and the acting was poor. I didn't like it enough to recommend it to anyone, but I would watch it again just to look at John Schneider."

DYNASTY

	Exc.	Good	Fair	Poor	Total	Score
Adults	39	33	8	7	89	3.195
Youth	48	22	1	1	72	3.625
Overall	87	55	9	8	161	3.390

ADULTS

Exc.- "This is a great, exciting program. The wealth, luxury, and fashion fascinates me." "It is nice to leave reality for awhile and see what it would be like to be a multi-millionaire. I love the way everything is the absolute 'best': Clothes, cars, houses, etc." "It had so much style and class. The technical quality of it was superb. The actors of the show have much talent." "The acting seemed very emotional and believeable." "The problems on Dynasty are always major ones, so watching this show makes me forget my problems. I relax for an hour and I'm totally engrossed with the plot." "I enjoy it because there is never a dull moment." "Its story line is so full of suspense that the viewer can't wait to tune in the next week to watch it again. Every episode is different and loaded with new story lines and characters. The actors do an excellent job of portraying their characters, especially Joan Collins." "Most of what happens is very realistic. I really love to watch the show because the actors portray the role of the characters so life like and realistically."

Good- "The cast includes some good character actors like Joan Collins and John Forsythe." "This program acts as an escape for the viewer from reality. It places them in a fantasy, of wealth and prosperity, which is unlike the majority of the viewers present lifestyle. Further, this program is exciting and very interesting to watch." "The plot moves quickly. Every week I can expect a major event to take place." "The characters evoke strong feelings in the viewer. One hates or likes certain characters intensely." "Dynasty shows great suspence. The characters are very believeable." "Despite all of this beauty, elegance, and richness, the Carringtons have their share of problems. This makes the show successful." "It gives a person a glimpse of what it's like in the world of the rich, and this makes it fun." "I just like it because I am addicted to it. I like it because it's like a dream world."

Fair- "It seems that this program's primary objective is promoting sex, money and power. Everyone is phony and unrealistic which transcends into their performances. It's an extremely selfish show. The sets, props and clothing are stunning but insignificant. The story line is shallow and cannot make up for the less than powerful acting. Quite simply, Dynasty is high class trash." "Its like vicariously gossiping. This program is one hour of harmless sleeze." "Being of the middle class, it thrills me to see how miserable and incredibly stupid the rich are."

Poor- "If everyone in the world was like the people in this show we wouldn't have lasted this long.

YOUTH

Exc.- "It was very realistic. The program had real characters with definite personalities. It was easy to understand and full of action." "It always keeps me interested in what's going to happen next." "It is an exciting show. Every episode has something new and thrilling to say." "I liked it because of all the elegance and fighting. Good actors." "I like this program because of Alexis and her evil ways and because of the nice clothes they wear." "I like the show because it deals with money and

power, something which a lot of us wish we had." "The show has a lot of twisting plots. It leaves you in suspense every show." "The show portrays real life situations. The story line doesn't always end happily. There is death, destruction, and love." "The show is realistic in a sense, but not like anything that happens in my environment. I like to see how wealthy people live." "I like this show because it tells me about the problems that go along with running an empire." "I like the rich life."

Good- "There is always something happening, and although I know that most people don't have that many problems, it is still realistic and fun to watch." "I like it because it always keeps you coming back every show because something interesting always happens, then it ends." "This is a program which shows no matter how much money and power you have you're not always happy." "The actors and actresses are good looking people. It's like a fantasy world to watch it." "Its a very interesting show. Its fun to imagine that these unreal things really happen to people."

FACTS OF LIFE

	Exc.	Good	Fair	Poor	Total	Score
Adults	15	14	6	3	38	3.079
Youth	32	24	4	0	70	2.971
Overall	47	38	10	3	108	3.009

ADULTS

Exc.- "The actresses are believable in their roles, and they are a variety of different personalities. They portray real people who are in high school and college, and resemble the average person." "It was funny yet at the same time it was very emotional and educational in that it taught a valuable lesson." "Good situation comedy and a variety of character types." "It's both extertaining and thought provoking!" "It combines realistic situations with humor. No violence."

Good- "I like the characters here. They seem natural." "It is really silly but some of the lines are really funny." "A clean show. Good for family viewing." "I think the characters in Facts of Life are more 'real life' than most shows on TV. How many times a day do we meet women like Linda Evans or Heather Thomas."

Fair- "The script was poorly written and the acting wasn't much better." "Silly and juvenile comedy."

YOUTH

Exc.- "It portrays teens realistically." "It had a good cast and seemed very real. The show was funny and sad at the same time. I feel that the experiences can happen and do happen and the show tells what its like growing up." "It deals with people my age and it gives real life situations." "It shows realistic life situations. It's also a comedy show. It can teach you right things to do when you get older." "Its all about kids growing up doing stupid things. In some cases it is very real." "The characters have spunk and wit." "It wasn't predictable."

Good- "Show always deals with problems and interests of my age group. People and characters are like my friends." "Like so many sit-coms, this show has a very distinctive way to make a point. This show uses clever humor and a wonderful cast." "I can relate to the teenagers on this program. The advice given in the moral is good."

Fair- "It was silly and unrealistic but good entertainment."

FALCON CREST

	Exc.	Good	Fair	Poor	Total	Score
Adults	10	6	4	1	21	3.190
Youth	7	7	3	1	18	3.111
Overall	17	13	7	2	39	3.159

ADULTS

Exc.- "It has a good mixture of hate, humor, love, aggression, good acting - very convincing!" "More smut, I love it!"

Good- "It offers rich, beautiful people who are not necessarily happy; the average person can then feel good about himself and his life." "The show has a fine cast; the plot holds your attention, very little sex, which is a relief. Excellent scenery which gives you a relaxed feeling as you enjoy it."

Fair- "All of the flawless beauties, grandeur, sexy love scenes do not makeup for **Falcon Crest's** poorly-acted, overly dramatic presentation."

YOUTH

Exc.- "I like the suspense and the good stories. The actors are very good."

Good- "It's a change of pace from the 'oil' soaps, I just enjoy watching a family fighting it our every week, and not hearing anything about the current price of oil." "I enjoyed this program because it does not use the average run-of-the-mill jump in the bed soap formula. **Falcon Crest** has class."

FALL GUY

	Exc.	Good	Fair	Poor	Total	Score
Adults	3	4	5	4	16	2.375
Youth	11	14	6	3	34	2.971
Overall	14	18	11	7	50	2.673

ADULTS

Exc.- "This television show uses intense action scenes in order to capture a viewer's imagination. The dialogue is more 'down to earth' than other action shows. It relates to today's situations very well."

Good- "**The Fall Guy** is an interesting drama. There is alot of adventure involved throughout. It is a well constructed show and has a lot of original ideas."

Fair- "Too frivolous, doesn't make a committment towards a plot. Barely scratches the surface of a story." "I do not like Lee Major's fake Southern accent. The jokes were poor and the plot was shallow. Lee Majors stunts did not look real. You could tell that he was just sitting on a motorcycle while the scenes flashed on a screen behind him. They over-did the 'exciting' music. If what you're watching isn't believable to begin with, music isn't going to make it any better."

Poor- "Destructive, disrespect for police, violence taken casually, and rotten acting." "There is no plot worth following, nor are the actors talented."

YOUTH

Exc.- "It is very exciting and also the movie always has a good plot. It is realistic, because it is about things a stunt man really does." "Great stunts. The plot is semi-realistic. Lots of suspense and drama. Lots of fighting and stunts."

Good- "It has action!" "This is a pretty good show to pass the time. It does have a lot of excitement in it although it does get pretty corny and has some pretty far out ideas." "The lines that are supposed to be funny often are not, and the situations are sometimes unrealistic."

Fair- "Juvenile, entertainment for children, frivolous." "**The Fall Guy** is a pure entertainment program. And if the viewer just looks for action, a pretty girl and heros, he will be satisfied. The program's pattern is random and old. The hero against the bad men."

Poor- "I do not like the way they show cars crashing and the people just get up and walk out without a scratch. It was too unreal."

FAME

	Exc.	Good	Fair	Poor	Total	Score
Adults	8	2	0	0	10	3.800
Youth	37	9	1	0	47	3.787
Overall	45	11	1	0	57	3.789

ADULTS

Exc.- "It's all about growing up, and friends. It let's you dream and gives you hope. It shows you what it takes to survive in that world. A world a lot of young dancers, musicians, and actors can relate to, and one the average student can appreciate. It's real!" "There is drama, comedy, dancing, singing, and a whole lot of healthy young kids running around in tight skimpy clothing. What more could anyone ask for?"

YOUTH

Exc.- "Fame deals with situations that alot of the teenagers today are going through. The story plots are excellently done, and the choreography for the dancing is fabulous." "It is filled with dancing, singing, etc. It is very touching and funny during parts." "I greatly enjoy Fame because it gives us a chance to see teenagers doing something exceptionally positive and that they enjoy. It also teaches us how to deal with certain situations." "It's new and exciting. It's different from all the other teenagers' shows." "I like this show because I love dancing." "I can relate to the various characters and situations of this show. There is a lot of interaction among the characters." "I love dance and it is an inspiration to people."

Good- "It deals with things that really tend to happen to young people." "I can relate to it."

FAMILY TIES

	Exc.	Good	Fair	Poor	Total	Score
Adults	18	17	3	1	40	3.333
Youth	29	10	2	0	41	3.659
Overall	47	27	5	1	81	3.500

ADULTS

Exc.- "Family Ties is one of the few programs that treats the nuclear family not as a dying 'dinosaur' but as something vibrant and something good. For this reason I like this program and think it important. It discusses family problems in an entertaining, humorous, yet still serious manner. The ultimate hallmark of this show must be credited to good acting, good writing, and good direction." "It takes a kind of common family occurance and usually solves them, but not without a lot of laughs along the way. This show has great writers and great actors, who are really funny, but really believeable." "The family relationships in this show are of a quality and content which are poignant and still fun. The show has warm feelings and characterizations." "The portrayal of middle class family life was realistic, honest and humorous. The show touches on a number of current social issues. Stephens thoughts and emotions were honest, human, and realistic. Stephen was not portrayed as an unfeeling self-centered man or as a saint, but as a real person with conflicting emotions." "The jokes are new and original. The characters are original and well rounded with real personalities." "Excellent humanitarian treatment of sensative subjects dealing with family/teenage issues. Funny and interesting."

Good- "When I watch this program I find myself laughing at things that have also happened to my family." "The show's strong point is that its humor comes from what we recognize in ourselves and that the characters are consistant." "I like this one because it covers situations which are very realistic but yet adds a little comedy to make it watchable. All the characters are interesting and funny." "This show makes me laugh out loud. The characters are well developed and the interaction between them was very good. Also a good plot. Good writers!" "I like this show because it revolves around everyday and sensitive family occurrances."

YOUTH

Exc.- "Family Ties is about real people, not ordinary people by any means, but real people. Instead of shifting from the 'funny' parts to the 'serious'

parts, the whole show is funny and serious." "It had a good plot, was realistic, and was funny." "The show was very realistic. I could really relate to some of the things they did in the show." "Good acting and plot." "It also shows everyday events." "It did seem real and I've had an experience similar to the story." "I like the characters, they remind you of your brothers and sisters." "Alex is a great actor. The content is realistic but still funny. Puts me in a good mood." "It displays a real-to-life situation, with excellent acting." "The show is very funny and adds laughter to my day."

Good- "It was entertaining and educational. The relation between the characters is realistic and sometimes they help me with my own family. The show always is humorous and very enjoyable." "It was very realistic. The things that happen on there are things that could easily happen in real life. It mixes comedy and seriousness." "It looks like a real family."

FANTASY ISLAND

	Exc.	Good	Fair	Poor	Total	Score
Adults	1	4	6	2	14	2.308
Youth	1	6	6	2	15	2.400
Overall	2	10	12	4	29	2.357

ADULTS

Good- "There is a lot of mystery and suspense involved. It shows many different types of fantasies therefore, it is an escape into a dream world. It is fun to use your imagination. It gives us the chance to dream up our own fantasies. It often shows how people appreciate what they had more, when they actually return to reality."

YOUTH

Good- "It is a good show for the imagination." "It has meaning for the imagination."

Fair- "The show's content is not realistic. When children see this show they think things that happen can actually be done. It gives them a false sense of hope." "It was not realistic. I don't think anybody on an island could just give anybody a fantasy they wanted."

Poor- "Stupid."

GIMME A BREAK

	Exc.	Good	Fair	Poor	Total	Score
Adults	2	7	1	0	10	3.200
Youth	15	13	0	2	30	3.367
Overall	17	20	1	2	40	3.325

ADULTS

Good- "I like the way this episode dealt with prejudices and taught a lesson to adults. It dealt with the issue of using someone for personal gain, which is a typical real-life situation."

YOUTH

Exc.- "This show is nicely put together. It shows me how much each member of the family needs the other and the laughs they get out of helping each other." "I like **Gimme a Break** because Nell Carter is a very good actress. She's stern yet gentle with the Chief's kids. She puts a lot of life and fun into the program." "It was very funny however realistic. The actor who plays Nell is very exceptional." "I liked it because it was funny, exciting, and teaching."

Good- "Nell is really funny and she's down to earth so you can relate to her." "It keeps me laughing and I enjoy the actors." "It had kids on it and showed how a one parent handled everything and with a maid helping out."

HAPPY DAYS

	Exc.	Good	Fair	Poor	Total	Score
Adults	3	7	4	0	14	2.929
Youth	23	37	8	2	71	3.157
Overall	26	44	12	2	85	3.119

YOUTH

Exc.- "It was funny and at the same time it deals with family problems. It also shows a lot of friendship." "I like Happy Days because it brings out my emotions. Most of the time it makes me laugh, but sometimes it makes me almost cry. It is something that really keeps my interest." "I like how the people are just average, that relates to most people, and people like to watch themselves." "While trying to make a point, the show interacted humor in the scenes." "I liked this program because it was sad, happy and funny. I like shows with a little bit of everything in it." "It was realistic and it dealt with real life problems."

Good- "This show always lets a person just sit down, relax and laugh for 30 minutes." "I liked the show because it represents a family and their everyday life." "I like this show because I can relate to it." "It was very realistic. When I broke up with my boyfriend the same thing happened." "Funny. Real." "It always makes me laugh. The characters are portrayed well and the plots are always good." "I enjoy it for its realism" "It had a good plot. It was sensible. It showed feelings."

Fair- "I do not like it because its getting old. They do the same thing week after week." "The characters are getting older and the plot isn't interesting anymore."

Poor- "It is a boring show."

HARDCASTLE AND McCORMICK

	Exc.	Good	Fair	Poor	Total	Score
Adults	2	13	12	3	30	2.467
Youth	20	19	6	0	45	3.311
Overall	22	32	18	3	75	2.973

ADULTS

Good- "The program was a refreshing change of pace and the two main characters added a slant with their unlikely team approach that covered all the angles." "This program is an above average detective-action series. Deals with a true-life situation. The technical aspects are good." "The show is well written and funny. It also has alot of action, especially car races and chases." "Very creative and the main characters are presented well and humorus. Some thrill segments but does not contain major violence like other shows of this kind." "One for the boys in the family...mildly amusing."

Fair- "Just another race and crash car chase production--very tiring." "The filming and lighting were terrible. In some scenes the lighting was so bad that one could not see what was happening. In other parts the camera moved in so closely that the entire picture was obscured by a head or bumper of a car." "It is trash shows like this that make my insurance rates so high. Mark overcomes the problem of no brakes in a formula race car by pulling a '360' to stall the engine. Mark should have been char-broiled, but that may be adding my own personal emotions too much." "An idiotic plot for a program."

Poor- "Typical cleavage and bikini shots. Where are the intelligent women?" "Poorly written script. Lousy acting."

YOUTH

Exc.- "The characters were believable, the situations realistic, and the script humorous and appropriate." "Had action and humor together with the good guys vs. bad guys." "It was suspenseful, funny and realistic." "It was very realistic, had a good plot, and good actors. It was full of action

and never got boring." "I like how the judge is starting to like McCormick more and more everyday, and how they are always checking their pulses. I also like how they are always joking at each other and saying mean things to one another." "It's comedy mixed with a mystery."

Good- "I liked the fast-paced action." "I liked this TV show because of the zany competition of the judge and the ex-con in their pulse-contest and because of their ability to make a good day bad." "I enjoy watching this program because it is not realistic." "Nice car." "It has fast moving action that holds my attention." "It has alot of action and violence, and fast cars. Those factors are the most watched in America."

Fair- "The plot in this show is okay, but I, myself have had enough of this car racing deal."

HART TO HART

	Exc.	Good	Fair	Poor	Total	Score
Adults	15	19	6	2	43	3.119
Youth	16	19	9	0	45	3.159
Overall	31	38	15	2	88	3.140

ADULTS

Exc.- "Being a student, where my budget is so tight all of the time, it's fun to escape reality and go off on expensive adventures, even if the characters really don't exist. It's a fun way to spend an hour." "While mainly an action-type series, also achieves a pleasing mix of romance, humor, drama and suspense. It is a very believeable show in the sense that it portrays women as people, not just sex objects." "Thrilling, suspense-filled, and action-packed life of a happily married couple, who have many common interests and share their experiences together." "The actors are the strength of the show, also the story plot is exciting and adventureous."

Good- "The acting is sensational and I 'tip my hat' to the actors in it. Hart to Hart has a way of somehow putting you in a dream world and taking your mind off of unpleasant things." "The suspense of the program is highly entertaining." "It could have been an actual 'real life' situation. It was exciting and the scenes were constantly moving. It kept me in suspense and not knowing what would come next." "Mr. and Mrs. Hart have their act together and a smooth one at that, which coupled with the intrigue, mystery, and action of the story lines make for a good show." "It satisfies as a light diversion." "Different locales and scenes very interesting." "Mystery in a cool beautiful mood."

Fair- "What is so unrealistic is that the people who get murdered each week are one of their good friends. I hope they hurry up and run out of friends so they can hurry up and kill this show." "The viewer isn't required to think at any time during the show; there is no mystery (only for the Harts); the plot is so incredible its not worth thinking about; and the writing is an insult to anyone more intelligent than a fifth grader."

Poor- "I did not like this program because it shows the 'glamorous' rich cavorting about medeling in the business of others."

YOUTH

Exc.- "Interesting, mysterious, you are always wondering what's going to happen next." "The attractiveness and elegance of the actors make the audience fall for them and their life style." "I love the Harts, they are fun to watch, they are loving to each other, unlike most people I know, its nice to know some people in the world get along." "I like detective stories." "An exciting and thrilling show."

Good- "I enjoy the excitement. The relationship between the Harts. It has been written well and directed well also. It has been filmed in beautiful places in the world and it's very enjoyable to watch." "Dangerous." "The show is good because there are mysteries and death. Also there are subjects with a lot of money concerned." "It's dramatic and keeps you in

suspense. The color and quality of the picture is great." "Jonathan and Jennifer Hart can do anything. They race cars, beat up bad guys, and have the perfect marriage. They save all their friends from the bad guys and never loose." "A good story and good acting. It had action and comedy sprinkled through alot of action." "This is a suspense show with a good plot."

Fair- "It has some adventure, but at times isn't realistic enough." "I like it a little because of the suspense but what I didn't like was because it was too fake."

HILL STREET BLUES

	Exc.	Good	Fair	Poor	Total	Score
Adults	87	14	3	3	108	3.729
Youth	44	3	3	1	51	3.765
Overall	131	17	6	4	159	3.741

ADULTS

Exc.- "Everything is real. The show has everything you could ask for: sense of humor, drama, violence, sex, and emotions that touch the heart. It's life." "The acting is outstanding and the characters are as three-dimensional and human as can be found on television." "The finest quality of this program is its writing. It is without a doubt the most realistic show I have ever watched. It presents true to life characters in true to life situations. The show also does well in depicting the emotions of the characters. The program also brings out emotion in the viewer. This alone makes the show successful." "The best part about the show was the character development. One week builds on another; the viewer can grow each week with the characters. For a minute one forgets he is watching T. V." "The characters are funny, realistic, and caring; especially Capt. Furillo who watches over his precinct like an overprotective mother." "This program is the most realistic on television. In my opinion, that is what makes it so exceptional. This particular episode contained the most moving portrayal I have seen on a regular TV program. The mother of a mistakenly slain boy was so pathetically realistic. This portrayal, although a minor one, is what gives Hill Street Blues its important human quality." "Excellent ensemble acting. Excellent performances and great scripts week after week. This show has a little bit of everything, humor, drama, emotion, comedy, tragedy, etc..." "This show makes me laugh, cry, mad and scared." "I think that what aids the show the most is how realistic the characters are. They are not perfect, they're just people." "It's dramatic, humorous, serious, and exciting all at the same time." "Believable characters, realistic situations. Well done technically, good suspense and drama." "Well written, intelligent program. Engaging characters." "Refreshing in its authentic portrayal of law officers." "Characters have depth and foibles, not as caricatured as other regular programs." "Feel a real involvement with characters and care about them." "The actors seem to be giving you all they can." "I like this program because it is realistic, comic, tragic, dramatic, and well written. The acting is excellent with good character development. In short-never a dull moment!" "The characters had a lot of depth." "The acting is superb from the main actors to the bit players. The quality of writing is consistently good with often ironic comedy flowing naturally from the plot. You get the sense of watching friends on the screen." "What I like most about Hill Street is the complexity of the characters." "Hill Street can touch a viewer with real life experiences." "It is funny yet touching and sometimes very sad. The situations are realistic and the people are like people everyone knows. The actors and actresses are superb, and the overall quality of the show is far beyond the usual."

Good- "The show demonstrated that we are all bound by human imperfection and it did not attempt to go beyond this reality." "It's a rough, realistic show to watch. I like its humor and the continuity of the several stories each week." "An excellent program in both content and visual representation. The show is beautifully and technically produced. The street scenes, the police station and the minor filler sets give the viewer a sense of reality and also a sense of beauty which is an odd but sucessful combination for a police show."

Fair- "Hill Street Blues tries to portray the hard realities of life. To do this they use violence, profanity and sex. It's a hard show and not very optomistic."

YOUTH

Exc.- "It deals with human, likeable characters in realistic situations. It is funny, sad, violent and usually very lifelike. The characters are not divided into 'good guys' and 'bad guys' but, instead, they all have quirks and idiosyncrasies and sometimes they screw up. There is never a guarantee that everything will end happily. This is the best and most realistic show on TV." "A lot of the situations used are very realistic. The people are all very different, they all compliment someone else in the show. The show has high energy and a lot of action scenes." "It shows emotions and human responses to real and threatening experiences. The characters are true to life and they act accordingly. I like real life, not fairy tale theater." Hill Street Blues combines real people with real situations to create the greatest TV police show of our time." "It is very good in quality and acting. It brings out the truth very vividly and realisitcally." "The plots are well-written and the content is believable. It attracts your attention and holds it." "The actors in this show have to act tough. The feelings they deal with have a lot to do with life-they show that cops as human and their feelings can get hurt easy too." "It combines the best elements (comedy, drama, etc.) into one show and at the same time makes it all seem realistic. P.S. I love Belker." "It was realistic, funny, and dramatic. It made you laugh and in the next scene there was a tragedy taking place." "The content is realistic. The writing is good. The characters are so different yet they all blend together so well." "It was very well put together, had an excellent plot, and had excellent acting."

Fair- "It showed too much violence and was too hard to follow."

HOTEL

	Exc.	Good	Fair	Poor	Total	Score
Adults	9	22	10	5	46	2.761
Youth	3	9	2	1	15	2.933
Overall	12	31	12	6	61	2.803

ADULTS

Exc.- "It presents problems that are in our society today. It then goes on to show how other people feel about these problems and how they possibly could be solved. By the end of each show a solution has been found to all the problems, leaving you with a happy ending and a good feeling inside." "It is full of delightful episodes, interesting characters. It also leaves 'a good taste in your mouth' for the decent acts and justice shown in the instances of misdoings. The acting is good, realistic, and the setting is wonderful."

Good- "I enjoy the changing of the characters that occurs every week. The program is realistic and written well, which gives the show a unique and fresh quality." "The technical quality was excellent, you feel as if you are actually in the hotel." "I liked this program for its realism and its portrayal of everyday problems of everyday people." "I find Hotel diverting. There is always something thought provoking in each incident."

"Good character development." "It fills many of my emotional needs--sometimes I feel happy, sad or hurt—I feel I've been in many of the same situations in my life. I enjoy the light romantic atmosphere."

Fair- "Too many short scenes and jumping back and forth between sub-plots." "I think that it is just a rehash of the **Love Boat** set on land. I feel the stories are all corny and silly, and at the end of the show, everyone lives 'happily ever after.'" "By the end of the show the writers arrive at solutions that are artless and unrealistic. Although, the writers do try to deal with social problems, it is accomplished in a hasty and superficial manner."

Poor- "Trite plots; predictable and time-worn. Shallow one-dimensional acting. Boring overall."

YOUTH

Good- "It is a real dramatic type of show. It shows the type of things that happen in everyday life." "It contained glamour and elegance."

Fair- "The plot of this story is an average one. The actors are not the greatest. There were too many plots going at once to go in depth into anyone causing an un-emotional effect on the audience."

JEFFERSONS

	Exc.	Good	Fair	Poor	Total	Score
Adults	11	3	2	1	17	3.412
Youth	25	19	9	0	55	3.302
Overall	36	22	11	1	72	3.329

ADULTS

Exc.- "It is very amusing." "Characters are great as well as the actors who portray them." "The whole cast is great."

Fair- "Seemed to be working too hard to be 'funny'."

YOUTH

Exc.- "It has excellent humor. Not stupid like in some of the new shows." "Its so funny and easy to understand." "It was a very funny show, good content, good acting and has a lot going for it." "Sometimes they teach you something good. It is also fun to watch." "The characters are funny and I always enjoy the humor." "This show is entertaining, funny, and I hope unrealistic." "I like the program because it was funny. I like the way Florence and George fight. It brings out the humor in the two of them."

Good- "The **Jeffersons** is a show I like to relax to. Its educational at times and it shows different points about things about life." "I like the characters and the content of the show." "I like it because it is funny. I think its a good way to pass the time." "The show was very funny and I liked the actors." "I also like this show because of the comedy. It always has an interesting plot. The characters really act out their part."

Fair- "I don't like this program because it is sometimes very crude and sexist. It is as if they are forgetting the comedy of the show." "I don't like it because it's the same old thing every show."

JUST OUR LUCK

	Exc.	Good	Fair	Poor	Total	Score
Adults	2	1	3	5	11	2.000
Youth	18	12	10	0	40	3.200
Overall	20	13	13	5	51	2.941

YOUTH

Exc.- "The two main characters are very humorous. The script and the lines written for the characters are very nicely written." "It is a hillarious show. I laugh for hours about what they do and how they mess with

people." "It has magic in it and I like magic very much." "It's funny and it makes me happy when I'm sad."

Good- "It was a good show that actually got me to laugh at some of the jokes. The show had a good supply of special effects which were done good." "It was different. It was funny. Had a good plot."

Fair- "The plot of the show is dumb, too non-realistic." "I thought that this show was really dumb. It seemed like it was trying to copy I Dream of Jeanie." "I'm tired of seeing stupid shows about stupid genies in a stupid world. The plot in this one was hard to find if it was even there."

KNIGHT RIDER

	Exc.	Good	Fair	Poor	Total	Score
Adults	7	13	4	4	29	2.821
Youth	48	34	6	2	92	3.422
Overall	55	47	10	6	121	3.280

ADULTS

Exc.- "We are in the computer age and this seems to fit in." "This show is always exciting, because of the action that is involved with this car."

Good- "I watch this show regularily for two reasons: it effectively combines humor, adventure and compassion; it is an escape." "Good fast moving entertainment." "I like the crazy car and the actors are good." "I like the technical aspects of this show."

Fair- "Undertone of violence to make plot move."

Poor- "Excessively stupid-appeals only to 8 year old boys." "There is one word for this show and that is BORING!"

YOUTH

Exc.- "I enjoy excitement, adventure, and pazazz, all put together in one." "I liked this program because it shows that there are people out in the sometimes world that have imagination." "The movie is exciting and you never know what's going to happen next." "I like this program because it has a lot of action." "I liked the car because it can talk, jump, and go by itself." "The car has computers in it and soon cars will be like it and I find it interesting." "I like this program because it has a lot of action." "I liked it because it wasn't realistic." "I like to see the car talk and jump and all of the other stunts." "The guys a fox and the car's decent."

Good- "I liked this show because it was outrageous." "It has a lot of excitement in it." "I liked the show because it has a good looking star and a very interesting car." "I like the car and the computer stuff in it." "I know there is no car that can run by itself or talk but I think the car is realy neat." "I like this program becuase its very interesting and it's full of mystery. I like it because it shows how cars may be made in the future." "This show has great stunts. It has a very good plot most of the time."

Fair- "Bad acting."

Poor- "I dislike this program because I know there is no such thing as a car that can ride on water. I think this show is dumb." "It was like most of the other adventure stories. Same plot, same ending, (good guys win), and the car is a piece of plastic."

KNOTS LANDING

	Exc.	Good	Fair	Poor	Total	Score
Adults	15	9	6	0	30	3.300
Youth	30	19	2	1	52	3.500
Overall	45	28	8	1	82	3.427

ADULTS

Exc.- "The viewer is left with the feeling of wanting to tune in again to follow the plot. I like this show because it is a drama with the story lines and characters truly believeable. Although there are not many villains on it, most of the characters are warm and compassionate. The viewer empathizes with them because the tragedies they go through can bring a tear to the eye. It's appeal is honest and down to earth." "It's full of good, healthy, all-American smut! It makes my life look very simple and my problems very small." "Knots Landing deals with ordinary emotions and ordinary people rather than glitter and glamour. We can really feel and relate to the pain and the happiness that the characters are feeling." "By having many stories intermingled, it keeps the listener's attention. The technical qualities are very good." "A well-rounded melodrama because it involves so many different types of characters."

Good- "I don't normally watch soaps, but I find this one extremely unbelievable and enjoy watching." "Full of drama. The stories were entertaining and allowed the watcher to get involved in what was happening."

Fair- "I did not like the way the women on this show were portrayed. Every major female character was whining or crying about something. The melodrama was just too much." "The existing characters are seldom happy. It's plots seem stale or boring. There is not enough excitement in the small town to fill up an hour's time. This drama is very depressing."

YOUTH

Exc.- "It is interesting and exciting and mysterious." "It has very good actors. Each week is very exciting." "It's an exciting series which has some of the best actors. It has a good plot to it all the time." "Great and dramatic. It seemed like something that could happen in real life. It has suspense because it continues." "I always find this show suspenseful and thrilling. Never does it leave its watchers with a vague or boring picture of its content." "Really a dramatic show." "I love Knots Landing because it's like a soap opera at night so the kids in school can watch it. It's really neat to see rich people fight." "You never know quite what to expect to happen next. The parts were very well put together."

Good- "I like the show because everyone is always fussing and arguing." "I like the actors and actresses and the plot development. The script is written very well." "It was dramatic and took my mind off my problems. It allowed me to get involved with the character's lives." "The characters seem so real. The plot seems as though it would really happen in real life."

Poor- "It is such a mixed-up show. Everybody is either divorced or in trouble with the law. I think there should be something for families to watch."

LOVE BOAT

	Exc.	Good	Fair	Poor	Total	Score
Adults	8	18	10	2	38	2.842
Youth	12	20	5	3	40	3.025
Overall	20	38	15	5	78	2.936

ADULTS

Exc.- "When it is over I feel happy. I know that it is not realistic, but the color, the action, the music, and the scenery more than make up for the lack of depth in its plots. It is a perfect show for someone who wants to laugh and relax and not think about anything heavy or depressing." "Fine case, interesting segments and good guests. I can travel this way from my chair to places I've been and liked, or like tonight, to China where I will never be able to go."

Good- "If you can't go on a cruise, this is the next best thing. It is not boring because it is always filled with comedy, adventure and even

touching moments at times. It allows the viewer many moments of pleasurable fantasy." "This gives your imagination time to wonder!!" "The scenery is grand. The main characters are enjoyable." "It gives me a chance to relax and escape from reality for an hour or two. They travel to exotic places and it's interesting to me to see all of these places and what they actually look like. It's also a show with many happy endings and that's such a switch from everyday life." "I enjoyed watching some of my favorite actors and actresses playing their roles." "Light, clean and entertaining. Popular with our complete family."

Fair- "The plots are so predictable and shallow characterizations that the whole show becomes boring." "It's theme is overworked."

Poor- "An example of television at its worst. Apparently, the producers of this program assume that viewers will be satisfied with feeble humor, a few exotic locales, a little exposed flesh, and a parade of 'stars' like Soupy Sales. This viewer isn't. There isn't a thing I like about this piece of television refuse."

YOUTH

Exc.- "A comedy-drama. It is a funny dramatic show which is also serious in parts." "I enjoy watching people happy." "It is exciting, funny and touching. The plot is realistic and you can relate to it easily."

Good- "It's easy viewing-no really complex plot. Good character development." "I enjoyed this program because of the pleasant settings and you always know that the end will turn out good. Sometimes it deals with very realistic situations and always comes up with a satisfying ending." "It was touching and funny." "This show is good except everyone always lives happily ever after at the end." "I liked the filming of Japan on this episode. The characters are portrayed well." "It is a human show but can sometimes be a little too 'lovey'. My only real opinion is that if the ship ever sinks, I'm sure the directors will have the people wash up on Fantasy Island."

Fair- "I like this program but sometimes the background is fakey." "It seems realistic to me and I think it is a very boring show."

Poor- "Boring, it's always on the stupid boat."

MAGNUM P.I.

	Exc.	Good	Fair	Poor	Total	Score
Adults	14	20	4	1	40	3.205
Youth	28	17	4	1	50	3.440
Overall	42	37	8	2	90	3.337

ADULTS

Exc.- "Beautiful scenery. Excellent acting. Good entertainment." "Through Magnum's narration, the show becomes more personal. It seems he is talking to us, letting us in on what he has planned, hence we stay into the show. The mixing of comedy adds another dimension to the show." "This program shows men as friends who have values and a code of honor. It's humorous and gentle." "It isn't a typical 'cop' show. The lead is caring, understanding and human. He does make mistakes. It has somewhat realistic stories." "The show is well-written, with interesting story lines. Tom Selleck is not only extremely good-looking, but a realistic actor."

Good- "It is very entertaining. The comedy goes well with the drama that happens. Action is always occurring. In fact, I can not remember a dull moment." "Entertaining. Escape." "It's just plain fun. The 4 friends together seem warm and comfortable. The scenery is beautiful and so is Tom Selleck." "This show is different, it keeps my attention by staying away from the boring humdrum format of most other detective series."

Fair- "I feel as if I have seen it before."

Poor- "Same format-fast race, smash the car, chase the girl. Ho Hum!"

YOUTH

Exc.- "Show had a good mixture of mystery and human interest appeals. Camera usage good. Interesting plot line. Beautiful scenery adds character to show." "Full of excitement." "The show is exciting and suspenseful. It keeps you interested and wanting to watch it." "I liked it because I love to see people shooting at each other on T.V." "Show has personality and an interesting plot." "The narration of Tom Selleck and his non-perfect image and personality give the show an advantage over regular P.I. shows. Tom's sidekicks T.J. and Rick make the show a comical mystery while Higgins gives this show a lot of class!"

Good- "The thing that most impressed me about this show is the use of background scenery. The plot was realistic and believable." "It all seems realistic to my, plus I also like to solve mysteries."

Fair- "I think T.V. is kind of burnt out on detective stories."

MAMA'S FAMILY

	Exc.	Good	Fair	Poor	Total	Score
Adults	2	5	3	2	13	2.583
Youth	6	9	4	0	19	3.105
Overall	8	14	7	2	32	2.903

ADULTS

Good- "It was funny. The actors are corny and relaxed. Mama's sarcastic humor keeps the show lively. Just when it seems to get serious, there is comic relief which is what a comedy show should be--funny."

YOUTH

Good- "It's the type of show that you don't have to think about or pay attention to to understand what's going on. It's funny sometimes, though." "I liked it because it was funny." "Mama, for an elderly lady, sure isn't much of a grandma. She gives the kids trouble and gives herself ulcers by swearing so much. I like the plot and humor."

Fair- "This show is stupid! It was funny in some places but basically dumb. The acting wasn't very good."

MR. SMITH

	Exc.	Good	Fair	Poor	Total	Score
Adults	2	4	5	4	16	2.267
Youth	4	5	6	0	15	2.867
Overall	6	9	11	4	31	2.567

ADULTS

Good- "First half was draggy, but once the orangutan achieved genius and started talking, and especially after the introduction of his major-domo, I found it surprisingly amusing. The essential good nature of the show is a welcome plus." "Cleverly edited. Uses the animal intelligently-avoiding cuteness. Amusing hypothesis."

Fair- "I did not like this program because an ape can't be that intelligent and it is a real insult to T.V. programming."

Poor- "The writers are terrible. The show is not funny at all." "It seems as if the networks were giving us an alternative to sex and violence so they gave us an ape! Ugh!"

YOUTH

Exc.- "I like the way Mr. Smith acts like a human."

Good- "It was very funny and it is not violent."

Fair- "With Mr. Smith it seemed like the producers were very desperate for an idea for a show. I don't know about most of the watchers, but I cannot relate with an ape."

NEWHART

	Exc.	Good	Fair	Poor	Total	Score
Adults	17	16	4	1	39	3.205
Youth	3	7	3	2	16	2.733
Overall	20	23	7	3	55	3.018

ADULTS

Exc.- "Out of the rut of most sitcoms. Acting is excellent. A good combination of serious ideas and humor." "Dry subtle humor." "Newhart's talent is unique; he has mastered the art of presenting a perfectly deadpan face in the wake of the most absurd situations. Polished and amusing." "Classy and tasteful, also intelligent. It's funny without being stupid and demeaning." "The humor is one of thought not one that is cut downs and wise cracks. More substance to stories."

Good- "I enjoyed **Newhart** primarily because of Bob Newhart. He is the one who makes the show unique. The writing is fairly clever, and some of the other characters are quite funny, but without the star this would be a very mediocre sit-com." "It achieved what it tired to, it was funny. The characters seemed real enough even though they were in unrealistic situations. The acting was good compared to a number of other shows that are currently on television. It was refreshing to find a show that did not redo old **I Love Lucy** scripts." "Bob Newhart is funny and does nice comedy routines. Other characters not as strong. But one-liners are funny. A pretty good show." "Bob Newhart's subtle wit and humor make the show entertaining. However, the show tends to get rather ridiculous in striving for laughs only."

Fair- "This is a very average to poor comedy. Bob Newhart alone had any sense of comedy or timing. Most of the jokes were stale and predictable. Comedy should give us insights to ourselves and help us laugh at ourselves--it should never be boring-which this show was." "The use of film instead of videotape makes everything look so slick for Vermont, and the new character Stephanie is a real chucklehead. One character like that is enough for this show." "I expected more from it. Instead I was bombarded with one unbelievable situation after the other. The towns people were a cross between **Green Acres** and **Mayberry** with tragic results."

YOUTH

Good- "The reason I liked this show was becaue of Bob Newhart. I think his dry sense of humor is very funny. He is so serious that it makes the show even funnier." "It has good, solid comedy with realistic people and a ralistic setting."

Fair- "Bob Newhart is a fairly funny man, but the other cast members are not funny at all."

OH MADELINE!

	Exc.	Good	Fair	Poor	Total	Score
Adults	1	8	8	8	26	2.080
Youth	9	12	8	5	34	2.735
Overall	10	20	16	13	60	2.458

ADULTS

Good- "Funny, witty, and full of energy. The subject matter 'jealosy' was portrayed in a way that both males and females could relate to. It showed the humor in both sides of this delicate matter." "More sophisticated humor than usual for commerical television." "Light entertainment." "Kahn isn't afraid to let a believable wistfulness show through."

Fair- "Disliked the loud and overused canned laughter. Disliked the cheap, flat sets and filming techniques." "The lady on the show is too dumb to be real."

Poor- "Madeline's voice made me feel as if I were chewing on a piece of reynolds wrap foil." "This show is in poor taste in every way imaginable. It is

crude, juvenile, insulting, poorly written and not funny." "Madeline Kahn looks a mess and talks like she has marbles in her mouth-it was hard to understand her. The show was stupid and poorly done."

YOUTH

Exc.- "Very, very funny." "Funny and I could understand what was happening." "Funny, amusing, relates to everyday people."

Good- "It was mildy amusing and intelligent. It seemed fairly realistic and somewhat original." "It combines humor with a serious subject. It deals with everyday problems of married couples and suggests funny but usually good solutions." "It brought a comical side to dealing with human relationships."

Fair- "The main character Madeline will get on my nerves the first 2 minutes. I think she is an awful actress and plays an obnoxious character." "The story line of the show was silly." "I found that the program was rather dull at times and the humor was not funny most of the time."

Poor- "Madeline acted so stupid. Nobody could act as dumb as Madeline." "It was stupid. Acting was extremely fake. Talks too much about sex."

ONE DAY AT A TIME

	Exc.	Good	Fair	Poor	Total	Score
Adults	5	6	4	4	19	2.632
Youth	5	11	3	1	21	3.000
Overall	10	17	7	5	40	2.692

ADULTS

Exc.- "Enjoy the characters on this show." "I find this program as realistic as I've found recently. It deals with everyday problems."

Good- "Not too sickeningly sweet. More realistic than most sitcoms." "A realistic feature that most people can relate to."

Fair- "Overacted; beat plot, story line to death until it was boring; not funny. Dialogue substituted for plot—too many holes." "It consisted of a lot of arguing which makes me nervous."

Poor- "It's boring, all the characters do is fight and yell at each other. They act really stupid." "Writing and situations are childlike. Written for 10-11 year olds."

YOUTH

Exc.- "It is funny and interesting and sometimes covers real life problems." "One Day at a Time is a very funny show that talks about things that really happen and it has feeling."

Good- "It is funny and you learn about life." "The situation: Divorced mother, two daughters, just like home."

Fair- "A predictable plot and shallow characters."

PEOPLE'S COURT

	Exc.	Good	Fair	Poor	Total	Score
Adults	3	9	1	1	14	3.071
Youth	0	8	5	4	17	2.235
Overall	3	17	6	5	31	2.581

ADULTS

Exc.- "It deals with everyday problems and how the law handles them. Watching this program has taught me to keep all my receipts."

Good- "The court proceedings are usually quite lengthy. However, being able to air a show which is informative and entertaining in this manner is quite an accomplishment." "The program is educational, expecially when people are informed they can go to small claims court and find help for a situation." "It's educational and doesn't preach at you but teaches you."

Fair- "It's intriguing to see the things people get involved in and argue about

and find important enough to bring to court. The judge is rather rude. You learn a little about the law hearing his decisions."

Poor- "I think this program exploits the problems of everyday people and makes fun of them without those people realizing it."

YOUTH

Good- "The program is interesting because of the different cases that people have the nerve to bring to court. It's educational because it gives people a chance to see and visualize what it's like to be in court." "I think it's funny to watch them argue over the silliest things." "I like to see how stupid the things can be that are taken to court. I believe most of the people could work it out themselves." "It's fun to watch these people make fools of themselves."

Fair- "I dislike it because I think it's fake."

Poor- "I don't like watching shows about other people's problems. It gets very boring after a while." "We can go to our own court."

REAL PEOPLE

	Exc.	Good	Fair	Poor	Total	Score
Adults	9	14	1	0	24	3.375
Youth	10	9	3	2	24	3.125
Overall	19	23	4	2	48	3.229

ADULTS

Exc.- "It shows real things in everyday life which makes it easy for the audience to relate to. I think this show is also educational for the viewer. Each episode is different which makes it fun to watch. The people who host the show are great because they seem like average people who are talking with you and not at you." "I found several things or reasons why this show is so successful: 1) In depth research on topics covered, 2) Quality and professional techniques, 3) Superior presentation of material." "Presents diverse ideas and opinions. Shows slice of real life America and emphasizes idea that each individual can be affective in his own point of existence."

Good- "It highlights the very specialness of each human being and applauds courage in everyday life." It's a true American show that relates very well with its audience." It is educational, real situations, and funny at times." "This show was particularly timely as it dealt with veterans of war. It was the **Real People Salutes American Veterans episode.** I felt it was extremely realistic and valuable. It is refreshing to find a program willing to cover the often tragic aspects of war as well as the heart-warming moments."

Youth

Exc.- "It had a lot of variety. It was very humorous and didn't put down anyone." Shows people in real life situations that are different and funny and sometimes sad or dramatic." Good because it dealt with people and what other people are doing with their lives."

Fair- "Doesn't have very interesting stories. It becomes the same after awhile.

REMINGTON STEELE

	Exc.	Good	Fair	Poor	Total	Score
Adults	15	17	2	0	36	3.382
Youth	21	16	3	1	42	3.390
Overall	36	33	5	1	78	3.387

ADULTS

Exc.- "I consider **Remington Steele** the only show on TV with romance." "Snappy dialogue, fast paced." "The mysteries are mysteries to the viewers as well as to the characters. The characters are attractive, interesting and witty and intelligent." "**Remington Steele** is the first detective show

that has a woman behind it with brains." "The writing is interesting. There is drama, mystery and humor." "All of my family loves the show. One of the few we can watch together without first censoring it.!"

Good- "I found the show to be an entertaining whodunit program. Although, it is a mystery drama the writers incorporate some elements of comedy which make the principal characters more believeable and adds a bit of realism to the plots." "Light entertaining private investigator show interspersed with drama. Excellent rapport/chemistry between Stephanie Zimbalist and 'Remington Steele'." "This show also manages to have numorous situations come about without a laugh track or resorting to slapstick. In the last season's shows in the mysteries that they solved, the show showed all the clues to the audience as well as to the characters." "The show mixed comedy and suspense very well and even managed to touch contemporary issues without becoming moralistic." "For a detective show this program was very different, it did not give away the ending in the first fifteen minutes. The characters looked realistic. The stars were not doing extraordinary feats."

Fair- "This program showed only rich people and again women were portrayed as second class and sexy and unequal to men!"

YOUTH

Exc.- "I liked it because it wasn't just a plain, unfeeling, catch the bad guy everytime, kind of show. It has feeling and comedy along with some serious stuff." "I liked this show because it is a detective show that is not half car chases and fist fights. The stories have unique twists to them that make it interesting. The actors can really act and work very well together." "It has action and meaning. I like things that challenge me like investigations." "The acting in it is marvelous." "The show does not end 'happily ever after'. Some things in the show are left unsaid. This allows your imagination to decide your own outcome." "I love Remington's savoirfare and elegance and dash!"

Good- "Exciting and mysterious." "The plots and cases that they solve are always different. The people on the show are very glamorous and show off a lot of money." "Adventurous and funny." "I like this show because I like the two main characters."

Fair- "I didn't think it had a very good plot."

RIPLEY'S BELIEVE IT OR NOT

	Exc.	Good	Fair	Poor	Total	Score
Adults	5	5	1	2	13	3.077
Youth	4	8	3	1	17	2.688
Overall	9	13	4	3	30	2.966

ADULTS

Exc.- "Explores the world's most mysterious, unexplainable and unusual facts. This program serves the function of being both entertaining and educational. It often imparts general knowledge by traveling to different lands and examining the cultures of different civilizations."

Good- "They spare no expenses to go on location and actually show the subjects and events that they are talking about. They present interesting information and unusual stories, which aside from being interesting are educational."

YOUTH

Exc.- "You can learn a lot of neat things you never knew before like the cultures of different people, past and present things."

Good- "I liked the show because things you thought could never happen did. It wasn't realistic but that's what made it good."

Fair- "They try to find interesting things to present to the audience but they seem to have a hard time finding those things. Nobody really cares about the dumb things they say."

SCARECROW AND MRS. KING

	Exc.	Good	Fair	Poor	Total	Score
Adults	6	7	1	0	14	2.641
Youth	6	17	12	4	40	3.429
Overall	12	24	13	4	54	2.830

ADULTS

Exc.- "The main attraction that pulls me toward this show is the revolving relationship between the two main characters. The divorced Mrs. King, played by Kate Jackson, is believeable as the character who sometimes unwillingly helps the government solve their security problems."

Good- "It has a fresh new twist. Although Bruce Boxleitner plays a typical spy, teaming him together with Kate Jackson the housewife and mother, makes for humorous material." "The characters were attractive and the action moved rapidly." "Good acting, especially by Kate Jackson who is very, very believable in her character." "I particularly liked this new series because of the way ABC portrayed Mrs. King. They show her as a realistic housewife with problems at home, yet show her being able to inteligently handle a job helping a private investigator. I really like the way the two characters interact and the humorous things that occur. It gives this new series a sense of reality with a touch of comedy."

Fair- "Plot was okay but the 'light hearted banter' came across as bad script lines for Kate Jackson. She is not that dumb." "It was too predictable." "As a rule I enjoy this program and the first part of it was good, although a bit simplistic, but the ending was completely unbelieveable. KGB agents would not reach positions of power were they not complete atheists, and they are too well trained to fail in a mission because a few carols are sung in the spirit of Christmas."

Poor- "Childish, disjointed and illogical." "Unrealistic situations, shallow characters, insipid dialogue. It was not even good fantasy."

YOUTH

Exc.- "It's style is different. I love Kate Jackson and Bruce Boxleitner. They look wonderful together."

Good- "Comedy drama type with a bit of romance. A nice show."

SILVER SPOONS

	Exc.	Good	Fair	Poor	Total	Score
Adults	3	5	0	1	9	3.111
Youth	13	13	2	1	29	3.310
Overall	16	18	2	2	38	3.263

ADULTS

Exc.- "I am 75 years of age and never had children of my own, but I adore this show--no crime. The 'rich kid' comes through with smart and not smart-alecky replies, which is refreshing."

YOUTH

Exc.- "It tells the problems and the things kids my age like to do. It also has many realistic problems kids and grown-ups have." "Its main character is about my age and it is interesting to watch something about people my age. It is a funny show that sometimes teaches a lesson." "This show appeals to me bacause it's loving and open. The boys are realistic and I like the plots of each episode."

Good- "It's funny and cute. It gives you something to dream about." "It's a program that I can relate to as a kid of 11 years of age."

Fair- "It is not real at all and centers too much around money which most Americans don't have and can't relate to."

SIMON & SIMON

	Exc.	Good	Fair	Poor	Total	Score
Adults	8	7	2	1	18	3.222
Youth	23	17	0	0	41	3.575
Overall	31	24	2	1	59	3.466

ADULTS

Exc.- "I like the relationship between the two brothers. The plots are refreshingly different. Photography is excellent. There is always some sweet and sincere touch in the program." "I always watch this show for entertainment, it's light, funny, not too violent, and not centered around sex."

Good- "It has elements of the standard private-detective show, but yet is has differences. It's characters are deeper, not so 'cardboard' as those in other TV shows. Also, the plots are not usually so contrived as are the plots of other shows of this type." "The combination of mystery and comedy was unexpected."

YOUTH

Exc.- "Filled with action and suspense." "'It is terrific! And really funny." "I liked **Simon & Simon** because I can't predict what's going to happen." "The show has personality. Strange things happen to them."

Good- "An exciting show with action. Leaves you in suspense." "This show is exciting, and in most shows the detectives are not realistic, they always win. Simon and Simon don't always win, sometimes they get beat up."

ST. ELSEWHERE

	Exc.	Good	Fair	Poor	Total	Score
Adults	33	14	0	1	48	3.646
Youth	12	4	0	0	16	3.750
Overall	45	18	0	1	64	3.672

ADULTS

Exc.- "The most impressive aspect of the program was the humanness of the relationships." "It is so credible that it makes you feel like your're actually living the experience. The situations are those that you know can happen to you or someone you know, so you become emotionally involved with this program." "Very well done-with a great deal of compassion and an understanding of the 'human being'." "I think the characters are excellent and this makes the writing believable as well as funny. This particular show showed how a family managed to stay together after the mother had a stroke, how a dying person dealt with death better than her family could. The problems are believeable and so are the solutions." "It's docu-drama style and the use of the hand-held camera create an incredible impact on the viewers. The reality and sensitivity this show projects is truly admirable. And the cast is the best group of actors one show has ever assembled." "It is a very heart-warming show which is a mixture of comedy and real life. It deals with human emotion in a very sensitive manner." "The acting is real and helps you believe in the characters." "Superb production, script, and acting." "Well-written, complex plots." "I like the way the relationships, both personal and professional, develop and grow through each episode."

Good- "The show's main strength is in it's characters. They have depth, and are believable." "I found **St. Elsewhere** to have everything from a good combination of serious material to a tasteful touch of comedy." "The characters all have different and unique personalities that the audience can relate to." "It's realistic, heartwarming and personal."

YOUTH

Exc.- "The people are real. They make mistakes and they have feelings. The show flows very well and its story lines are excellent." "I love the plot and characters. They are portrayed so realistically, I almost feel sick

when I watch it because I'm practically in that hospital." "I liked it because the doctors seemed realistic and appeared to have feelings."

Good- "The plot was interesting, the script was well written, and the acting was fairly good."

THAT'S INCREDIBLE

	Exc.	Good	Fair	Poor	Total	Score
Adults	5	9	2	2	18	2.944
Youth	8	13	6	4	31	2.806
Overall	13	22	8	6	49	2.857

ADULTS

Exc.- "Occassionally the show has excellent educational items in it. I like it because it also has real life human experiences that are often touching and heart warming."

Good- "I liked this program because of the unusual things that are seen. I like when a person can do something really extraordinary. The show offers me an escape from my usual everyday routine. The show includes human interest stories of personal courage. I find those stories where someone overcomes tremendous odds really enjoyable." "Never ceases to amaze me. There is just one story after another on some of the most interesting things I have ever seen." "I enjoy true stories about unusual people who do out-of-the-ordinary things."

Fair- "I have mixed feelings about **That's Incredible.** Some of the spots on the show are interesting or amazing, while some are stupid. The show really has no direction."

YOUTH

Exc.- "Its good because they have real-life subjects where people do very neat things." "**That's Incredible** is a very entertaining and educational program. I always learn something from the content of the show."

Good- "I liked it because each story is real, and it is a very good show that all your family would enjoy and at the same time get something out of it." "Very informative." "I liked it because they tell incredible things about people, animals and cars."

Fair- "Some of the stunts and other strange things were interesting but they often times were stupid." "It is realistic but there is no realism in the way its presented."

Poor- "Some of their stories are good, but the way they display them is atrocious." "The things they do make other people do them--like jumping off buildings!!!???"

THREE'S COMPANY

	Exc.	Good	Fair	Poor	Total	Score
Adults	7	12	4	10	33	2.484
Youth	43	55	10	7	116	3.165
Overall	50	67	14	17	149	3.014

ADULTS

Exc.- "It's good to just sit back and laugh while watching this show. The show's writers are very creative and the actors talented. It's just one laugh after another." "A fine example of contemporary slapstick. Comical scenes feel off of a misunderstanding or lack of communication. The best part of the show, however, is Jack Ritter's silliness which keeps me laughing. After watching this show, any gloom which was clouding my day seems to drift away." "Cleverly written and performed. The plots and sets might be simple, but the chemistry is there."

Good- "The humor makes this program a hit. John Ritter is an excellent actor. His style keeps the show going." "I like the kind of comedy used in this show. That is when words are misunderstood and schemes usually backfire."

Fair- "It seems that they are running out of new ideas. The episodes are very similar to one's previously done and been successful. There is very little realistic qualities to this show."

Poor- "It indulges in second rate slapstick and overexaggeration. Plots are absolutely absurd and rely on shallow infantile characters. Much of the comedy is based on run on gags and is heavily repititious." "I found myself yelling out the words before the 'actors' did. The actors are ridiculous in their attempts to out-do each other in over-acting, which complements the mindless plots. This show is a farce." "The acting was absolutely awful and the plot was ignorant. I've seen the same story-line countless times on other situation comedies. All the acting seems stale and boring, as did the actors themselves."

YOUTH

Exc.- "It has real situations that could happen. The actors look like they are enjoying themselves." "It is funny and it entertains me. I think this show has an excellent way of dealing with problems in a funny way." "Liked it for its humor and its characters." "This show always keeps me laughing." "Their problems are one's you can relate to while making you laugh. This show is just a good show if you need to relax and laugh. The actors are great!" "Not many comedies can make me really laugh, but Three's Company can put a smile on anyone's face." "I find it light, humorous and interesting. The characters are real natural."

Good- "It is so hilarious." "Its light plotted and funny." "It is always funny." "The persons who writes the scripts can turn a typical day into an exciting hectic day." "It is humorous and can really make you unwind if you are frustrated or in a bad mood." "It is funny watching two females and one male cope with everyday problems." "It was about things that could happen to any friends and it was funny." "It deals with the realistic things in life." "It is realistic in a way, it also has a touch of comedy and a touch of family life." "I like this show because it had comedy, and it had an interesting plot. I've always enjoyed this series because I like the characters."

Fair- "I did not like this program because of the dumb illogical things that happen in it. All the coincidences on one show wouldn't happen in 20 years." "It is not educational or realistic. It doesn't have a plot or theme." "The same impossible situations occur over and over again. Boring."

Poor- "I don't think anyone in real life would act like they do in the make-believe world of Hollywood. They are just too stupid, never serious and it is just a rotten show." "The characters are unbelieveable and the stories all have something in common--they want sex."

TRAPPER JOHN M.D.

	Exc.	Good	Fair	Poor	Total	Score
Adults	7	11	2	0	20	3.250
Youth	8	3	0	0	11	3.727
Overall	15	14	2	0	31	3.419

ADULTS

Exc.- "The comedic possibilities are endless and this is clearly seen in the myriad of situations and hilarious solutions that the writers devise." "I think it gives us a feeling of reality--of loyalty and devotion to duty along with a sense of humor."

Good- "A varied case of characters with good acting. Plot has action, humor, spontaniety." "The stories get you involved with tragedies that are everyday happenings. I also believe certain episodes on CPR and such may prove to be beneficial to me in the future."

Fair- "The biggest fault that the show has in my opinion is that, it is trying to be a comedy, and human drama show at the same time."

YOUTH

Exc.- "I like this show because it is funny, but realistic and shows many problems that real life people face and handle. It is modern and relates to this time now. I also like the characters." "The doctors deal with real life situations, how we would handle them. They are convincing actors and actresses. The show's plot is usually very good and interesting."

TRAUMA CENTER

	Exc.	Good	Fair	Poor	Total	Score
Adults	1	12	2	0	15	2.933
Youth	11	5	3	0	19	3.421
Overall	12	17	5	0	34	3.206

ADULTS

Good- "It contained much excitement and aroused my interest. There is a lot of action and the plots are all different. The staff of doctors and the paramedics all make the program more real. The plots are realistic and one can relate to the incidents on the show." "Very emotional and extremely good. It was educational as well as entertaining." "Human compassion shown for patients as well as relatives. True to life experiences."

Fair- "No central content--jumped around--attempt at comedy mixed into drama--attempted to cover it all rather than center on one determined focal areas."

YOUTH

Exc.- "Full of excitement and it portrays the everyday world very realistically. This program will make you laugh, cry, and sit on the edge of your chair in apprehension." "Trauma Center is an exceptionally good show. It is really neat the way they show the medical doctors handling patients." "I love doctor shows especially when there is adventure and danger in them. This show had adventure and danger in it."

Good- "It is very realistic it made me very emotional."

WE GOT IT MADE

	Exc.	Good	Fair	Poor	Total	Score
Adults	2	1	6	22	31	1.323
Youth	16	8	16	5	45	2.778
Overall	18	9	22	27	76	2.237

ADULTS

Fair- "I disliked this program because of it's use of bad language." "This is the exact type of show which relies on corny situations and stock characters that there is already too much of on television."

Poor- "This program plays upon ignorance--assuming that no one has any sense at all. The girls are especially portrayed as being stupid and guilable--very poor quality writing and acting." "The show goes for cheap laughs and the star is portrayed as a dumb blonde. There is no depth to the show and no room for character development. Not only does the show lack substance, but it also lacks quality and conviction." "Stupid. I see that two silly bachelors would like to have a bouncy, not-too-bright blond girl as their maid, but I don't see what their girl friends see in the two sloppy silly bachelors. Unless they're using a laugh track, the audience for this was silly, too--I just cannot believe adults would laugh so much at such weak jokes." "Utterly stupid show with extremely poor acting. Idiotic female lead does terrible job of trying to imitate Marilyn Monroe." "Silly and shallow. The acting is one-dimensional, if that, and the comedic lines are poorly written. In addition, the plot wasn't original. This is a poor copy of Three's Company which isn't worth

copying." "This program was inane drivel, and an insult to anyone's intelligence. The acting was terrible, the plot unrealistic and ridiculous. The storyline lacks substance and characters and the entire program is sexist." "Each character is too exaggerated; the blonde is too stupid, and the men are too sloppy and the men's girlfirends are just too understanding. There is much repetition throughout the show." "The overworked trite double meaning so-called jokes have an I. Q. less than what a five year old could write." "Characters have the brains of a turnip."

YOUTH

Exc.- "I like this show. It's really funny and it could happen to anyone. I think that their girlfriends are really brave to let the maid stay with their boyfriends." "It has a comical content. The characters are very funny. Sometimes the things the stories are about are unusual, but it makes me laugh." "It's a very cute show." "It appeals to younger viewers and it doesn't hide the truth. It lets everything be like it is normally. It is really funny and the guys are really cute."

Good- "It's really a very funny show to watch. The talent is very good." "Very funny. Never boring."

Fair- "Too many dingy or stupid characters." "Dumb and boring. It has dumb ideas for stories." "After a while I got a little sick of the 'dumb blond'." "It is very predictable. The acting is also very poor." "It had no comedy, just attempts at it."

Poor- "It was stupid and insulting to the viewer's intelligence. It was childish, mundane, not funny...and overall BORING. It was awful." "Of course they had the mandatory large breasted, braless, small brained, blond twit. Which by now is a little stale and never was fresh in the first place. Their attempts at comedy were neither original, tasteful, or even mildly amusing."

WEBSTER

	Exc.	Good	Fair	Poor	Total	Score
Adults	12	11	4	0	27	3.296
Youth	40	12	1	0	54	3.736
Overall	52	23	5	0	81	3.588

ADULTS

Exc.- "The quality of the program keeps improving. The writing is fantastic. Each episode can make you both laugh and cry, often both at the same time. The characters are easy to identify with, and the chemistry between themn is wonderful." "It is filled with fine actors and actresses, with one special little actor, Webster. Webster appeals to the young children and adults alike with his humor and sensitivity. Each story is always entertaining, and is never boring." "The charm and ability of Webster to project his character never ceases to amaze me and have me adore him." "A light, carefree situation comedy. The little boy who plays Webster is adorable, unaffected, and not a smart-alec."

Good- "Webster is a show that wouldn't be worth a thing if it weren't for Emanual Lewis, the little boy who stars in the show. This sitcom is a showcase for this incredibly cute kid." "I feel that this is the way it should be--loving, sharing, and giving to each other, regardless of race." "At first I did not care for the program but as the story progressed I began to see how well it developed the theme of a child's view of a parents death. It developed the subject very well and my own children and I were emotionally touched."

Fair- "The show tends to be trite, predictable, and 'forced'. I did not feel entertained while watching the show. The writing was lacking, the plot was almost non-existent, and all those involved seemed to me to be trying just a little bit too hard."

YOUTH

Exc.- "Funny, cute and entertaining. It made me laugh and cry. Webster makes me feel as though he is my little brother." "This program is one of the funniest and cutest comedies ever. They picked the perfect kid to play Webster." "'It's a kind of show that when it's sad it almost makes me cry. When it's happy you feel happy inside. Also, Webster is a very cute little boy whose smile catches everyone's attention." "The little kid is cute and funny." "The little boy is adorable! He's a great actor, he's funny. The plot is great!" "Touching and very funny. It shows what happens to a kid after he loses his parents and is taken in by new ones." "It gave you feelings of what other people feel, and it was very funny." "I like Webster because he is small, cute, and funny." "The boy is so cute and it's funny."

Good- "The main reason I liked this program was because of the characters in the program. The character playing Webster, Emanuel Lewis, gets attention from all people. The episode I happen to be watching was very touching and truthful." "I liked the way Webster's step-parents told him about his parents death. They also told him it was okay to cry about it. It's good to let your feelings out instead of keeping them wound up inside." "I like to look at Webster because he's a good T.V. person." "I liked Webster because the little kid was so cute. The show was fun to watch and entertaining. It deals with problems faced by a lot of little kids."

WHIZ KIDS

	Exc.	Good	Fair	Poor	Total	Score
Adults	7	9	7	3	26	2.769
Youth	13	11	3	1	28	3.286
Overall	20	20	10	4	54	3.037

ADULTS

Exc.- "It shows good kids who care about their school work and help each other as well as the normal amount of kidding." "I like to watch this program for the youthful exuberance and high spirits of its characters and the use of computers to add spice to the series."

Good- "It was lively, clean, intelligent. Would be fine for teen-agers. I even enjoyed the rock and roll music." "The plot is predictable but enjoyable—good guys win. The kids are fairly good actors. Most of the subject of computers to do almost anything is so contemporary and so exciting, it carries the program. Our whole family enjoys and looks forward to this weekly program."

Good- "The show is geared for a young adolescent audience. The adults are portrayed as indiscreet, excitable, overbearing, and rather stupid. The kids on the other hand are super intelligent, conscientious, and sometimes silly. The kids always out smart the adults in the end." "The acting was good but the show was obviously aimed at a younger audience and wasn't very appealing to someone in my age group." "It is realistic in that these things can be done with a computer, but unrealistic in the amount of hardware owned by a teenager and the scraps they get into and solve because of the computer—a bit far fetched."

Poor- "This is an example of an excellent idea, very poorly executed. A show about a young computer genius and his friends is an idea whose time has come but this episode was so unrealistic as to be totally unbelieveable." "I feel the characters in this show are underdeveloped, static, and stereotypical. The brainy kid, the bad guys, the reporter, and the policemen all fall into their expected personalities."

YOUTH

Exc.- "It shows that kids are smart too. And it solves mysteries. I also love computers. "I liked it because it had a lot of future things in it and I thought it was a good drama." "The content is very realistic, and

becoming more and more with the computer age. It is about kids around my age, real-life kids, having to go to school, showing they have parents, etc...Kids that have to do what real kids would have to do in real life." "It seemed real to me, with the kids being very intelligent about computers."

Good- "The plot was light but serious and was not hard to understand. It was interesting." "I like the kids that are in the show and I also like the computers." "Good plot which was easy to follow."

Fair- "To me, a 14-15 year old kid couldn't possibly put a computer together. It doesn't really seem to be realistic to me."

Poor- "How much of computers can you take! It was very unrealistic."

NEWS

Many Look-Listen viewers evaluated news programs for this year's Poll. While most viewers watched the news primarily for educational reasons, a good number of viewers also watched news programs for entertainment and interest. 60 Minutes (which was one of the most viewed programs this year) and 20/20 (which received some of the highest ratings from both Adult and Youth monitors) may have been successful because they combined these features. Other criteria important to the Look-Listen news monitors include: 1)whether or not they liked the anchorperson and/or personalities of the news presenters; 2)whether or not the news was biased in its presentation; 3)how in-depth the news coverage was; and, 4)how professionally the news was presented. Although they did not receive many evaluations, all the PBS news programs received excellent ratings. Youth monitors, as in previous years of Look-Listen, generally did not like the news. "It was too boring."

ABC NEWS

GOOD MORNING AMERICA

ADULTS

Exc.- "Good Morning America is one of the best programs on television. It offers information on various topics. Also, the hosts are always happy and sincere about their work." "Current events are interestingly portrayed. Good mix of news, weather, entertainment, and pleasant personalities." "We enjoy the manner of presenting the news. It is done without sensationalism." "Very informative and very well presented."

Fair- "News reporters should report the news--WE DO NOT CARE ABOUT THEIR PERSONAL BIAS!"

YOUTH

Exc.- "It's not all news so it doesn't get boring. I like the people."

WORLD NEWS TONIGHT

ADULTS

Exc.- "I really like this network news the best of the three. Peter Jennings is the main reason. He comes across quite sincere and knowledgable without seeming pushy. The writing and the correspondents are clear and mostly unbiased."

Good- "World News Tonight has vastly improved in the past few months. Peter Jennings. . .gives the show the continuity which was lacking when ABC used the three anchor system. He presents the news in a no-nonsense fashion and does not try to dominate the viewer." "Seems to be the most informative of all the news. Very detailed." "Concise and accurate, a half hour of

news is all I care to watch at one time. Peter Jennings seems to me to give an unslanted view, particularly of national government events, perhaps because as a Canadian he is able to be less involved personally." "Adequate presentation of daily national and world happenings. Their facts prove accurate. Their content selection is adequate."

YOUTH

Exc.- "Good coverage, technically good investigative reporting, nice Canadian accent and articulation of anchorman—Peter Jennings." ". . .handles the news in a very fair, responsible manner. It is refreshing to see dedicated newspersons not interested in cheap journalism."

Good- "It keeps up to date the happenings all over the world." "Excellent film footage well-written stories." "Realistic, up-to-date, newscasters speak clearly and know what they are talking about."

NIGHTLINE

ADULTS

Exc.- "In my opinion Nightline is the best program on television. The goal of the program is to examine one current issue of great significance, in-depth from all sides. The technical quality is excellent: persons from all over the world appear live via satellite." "Presents both sides of the issue and I also like to participate in the polls that are taken on important issues of this country." "I appreciate Mr. Koppel's probing questions and the wide range of subjects discussed. I wish that he could be on at an earlier hour." "Ted Koppel is able to ask the appropriate questions and probe for the answers, even when the interviewee is reluctant to respond." "Anytime a program is developed that goes further into interpreting the news I appreciate it. Ted Koppel may not always have the most interesting topics for discussion, but his style makes the show what it is."

Good- "Ted Koppel has a good presence in presenting his news. He is serious and to the point, his questions are very probing and right on target, and yet he retains a friendliness about him." "A very informative news program. Topics always seem to appeal to all audiences." "It provides the people with evidence on the issues under discussion, through live interviews."

20/20

	Exc.	Good	Fair	Poor	Total	Score
Adults	21	5	2	0	28	3.679
Youth	11	11	0	0	22	3.500
Overall	32	16	2	0	50	3.600

ADULTS

Exc.- "20/20 is one of the best news-informative programs. Since most nightly news programs aren't as detailed, this program gives guidance with excellent vision aids which help to play on the emotions of the viewer." "We like the details and research which goes into these important segments of American life. Well done!" "I applaud the increased number of informative yet interesting programs." "Presents ideas and situations in depth, an opportunity to learn or develop an interest in an unknown." "Awareness if important—20/20 really makes people aware." "This show is always up to par no matter how distasteful the subject." "They tell it like it is." "All topics were current and interesting." "The graphic displays give a new dimension to news broadcasting." "Good information on issues of things that interest the general public." "We are less interested in entertainers lives that they sometimes feature."

Good- "Enjoy the mix of hard news, vs. entertainment features." "A variety of interesting events. Unusual presentations. Broadens your ideas of what is going on in the world."

Fair- "Some informative values, however it tends to dramatize certain events and

bias in other reports." "'Slick' presentation of interesting events. Though rarely touches events of international import. Informative but superficial. At times, very biased. Entertainer segment is a waste of time. All in all, however, a better use of television time than 90% of what is usually presented."

YOUTH

Exc.- "It's four topics are always of major interest and are always captivating." "Gives facts about life. Things you usually don't hear in the paper." "The camera shots are good." "A look at the different stories that are shaping our world." "A non-boring news show. Provides for children and adults too." "A lot of interesting news about teenagers, adults. I've never watched it before but I think I will now." "I learned something from it so therefore I liked it."

Good- "I like the show 20/20 because it shows things that I didn't really think about before." "News that one doesn't see on regular news programming." "You can learn many facts about people, places, diseases and other interesting facts." "It told me a lot in a short period of time and was never boring. We should have more news shows like this." "A show that gives facts." "It was all true and it had a variety in it. It had a part on drugs that I was especially interested in. Every little story was fully investigated." "It isn't like a stuffy old news program."

CBS NEWS

CBS MORNING NEWS

ADULTS

Exc.- "The **CBS Morning News** successfully combines a serious news format with a lively, entertaining method of delivery. Newscasters possess lively, positive, and likeable attitudes--which I find contagious. The real difference is style--upbeat and friendly as opposed to stale and traditional." "The thing that makes CBS a bit better is the repetition of top news stories of the day (for viewers who tune in at different times)."

Good- "Some of the lighter segments seem superfluous and information poor, but continuous news and weather summaries fall just at the right times. Pace is excellent."

YOUTH

Exc.- "The **CBS Morning News** puts laughter in the news. **CBS Morning News** broadcasters add extra comments and thoughts."

Good- "They talk about practically everything." "Always up-to-date on the news, very good crews to cover the stories."

CBS EVENING NEWS

	Exc.	Good	Fair	Poor	Total	Score
Adults	9	9	2	0	22	3.350
Youth	4	3	2	0	8	3.625
Overall	13	12	4	0	30	3.429

ADULTS

Exc.- "The news program is well constructed, giving information in an informative and concise manner. Mr. Rather appears to be self-assured and intelligent, which helps the news presentations. I do feel that the news does not give all the available information in the amount of time allowed. It would be my hope that the news will be expanded to at least an hour someday so more information can be heard. TV is for many the only means of news." "News on this channel seems to be less maudlin and less sensational in the way it's presented." "Sometimes news stories are

covered so quickly that they are not clear." "Dan Rather is clear and concise. His opinions are unbiased politically, an honest reporter." "Calls attention to abuses of power. One of the last ways 'the people' may influence happenings."

Good- "I like the CBS Evening News because of its broadcasting professionalism, story variety and concise format." ". . .factual and I enjoy having it before local news." "The selection, arrangement, and presentation of world news events each evening follows a pattern consistent with the networks' business philosophy of do-the-job well to reward its investers." "Government is hampering free exchange of news and ideas. Within the context of what is allowed, this program is good." "Dan Rather is a good anchorman but he has a tendency to get excited and premature in releasing his facts."

Fair- "A lot of trivia and when the subject wasn't trivia, it was fairly biased. Controversial subjects were avoided to avoid alienating audience. Announcer used poor grammar." "Dan Rather projects the news rather than report it. Areas reported on are well covered, but Dan Rather comes across with his personal vendettas."

YOUTH

Exc.- "I don't like it because it gets boring sometimes. It can also be really very interesting, we couldn't do without it." "It kept me up to date on the latest around the world."

Good- "It was kind of good but I really didn't like it." "I dislike one of the reporter's comments about President Reagan and the U.S. (when Flight 007 was shot down), he especially angered me."

Fair- "It was too boring, the news on CBS is on for two hours straight and I think it is too boring to watch. The person who tells it is too fake in my own opinion."

60 MINUTES

	Exc.	Good	Fair	Poor	Total	Score
Adults	37	21	0	1	60	3.533
Youth	18	17	3	1	39	3.333
Overall	55	38	3	2	99	3.455

ADULTS

Exc.- ". . .is, and has been for quite some time, by favorite program. The method of research and gathering of information is ethical, as well as professional." "Insightful, entertaining, and interesting to watch." "Realistic, current, and controversial subject matter." " Not your average news program because it deals with such a diverse amount of material." "Catches my complete attention." "Tells me things in terms I can understand." "Controversial subjects seem to be fairly treated although they have been challenged." "Letter responses from the viewers a good method of letting the viewer feel involvement with the program." "Public encouraged to provide feedback and opinions of the show. An honest attempt seems to be made to be open in the reporting." "Love Andy Rooney!" "Excellent job at covering a story to be able to get enough information to get me to form my own opinion." "Intelligent, probing, eye-opening program. The best network TV has to offer." "Deals with facts--not fantasy--sometimes there are follow-ups, action taken because of problems presented." "Shows an extremely high quality of investigative reporting--television at it's best.. ." "Harry Reasoner is sexy."

Good- "60 Minutes is a news-oriented show which is many times also entertaining." "I was really impressed with the informational content of this program. A news oriented program with exclusive reports that get to the root of problems." "Wish networks would not play one good program against another." "Makes you think." "Too much sensationalism and a slanted approach in many

reports." "The analysis of the issues discussed is presented in terms which the general public can understand. . . .reaches the common person." "Informative, educational, entertaining, enjoyable, and so damned one-sided that sometimes they lose the point that they are trying to make in their opinions." "Well researched and presented. Controversial materials provokes further thought and consideration." "The highlight in my mind is the short, humorous visual essays at the end by Andy Rooney."

YOUTH

Exc.- "60 Minutes is not afraid to get to the bottom of their stories. They keep asking questions until they get the story straight. They give all the facts objectively, and if there are opinions, they state them in the end which is a sign of good reporting. Andy Rooney gives a lot of flavor to the show." "The best newscast shown. The newscasters speak clear and have a nice sense of humor." "Information that normal news doesn't give you, it has longer reports with more detail, and their stories really happen." "It gives educational facts of the real world. Gives insight of what happens in business. Sometimes it tells you how to be careful in not getting ripped off." "Gives both sides to every story." "A great show because it goes behind the scenes." "It gave different points on what has been happening in the news. Covers the news without making it dull like the news. They dig more facts out than the news does also." "They make it understandable for all ages." "A very much liked program in our household."

Good- "I find out things that I never knew before." "They make the news sound more interesting." "Lots of information about the topics." "They talk in ways or words above most younger people. But, I do like Andy Rooney a lot." "True, interesting stories. Not much violence. The show is truthful, real, and is non-fiction." "The show was too informational. If felt like I was in a 'cram' session." "Don't like shows like this, they tell you or try to tell you too much at one time. Some people can't comprehend that much information in just 60 minutes."

Fair- "I guess I find it boring to me now but I might like it later when I am older."

NBC NEWS

TODAY SHOW

ADULTS

Exc.- "Their program is, in my estimation, the best morning television program for information and entertainment." "Favorite program." "Watch this program consistently because of news content, national and international. Also has much human interest." "News well presented, features extremely interesting as well as timely." "Comes at a convenient time for me."

Good- "Covered variety of topics but did not go into depth with any." "I found Jane Pauly to be biased rather than impartial in her attitudes toward the U.S.'s involvement in Grenada."

NBC EVENING NEWS

ADULTS

Exc.- "Very well presented. I like Connie Chung. She is concise, well groomed and realistic. A must in our household." "Excellent coverage. Professional reporting." "I have the highest praise for the way NBC covers and reports stories. However, I was very upset when I found out that Roger Mudd was not going to anchor NBC news anymore."

Good- "It was so in depth in its coverage and the latest issue was discussed in the beginning of the show. Correspondents at the locations aided in the sense of being where the action is. Tom Brokhaw added cohesiveness." "Like getting Chinese cultural information, it's rare on TV. Pictures of typical life for typical Chinese were extremely valuable."

YOUTH

Good- "Reporters did a good job of reporting, but it was still boring." "This program was just like 60 Minutes but they picked some boring subjects." "I don't watch news often but this show seems to cover the news very well."

Fair- "I really don't like to watch the news. It is very important, but I just don't like to watch. I probably should start watching more news."

NBC NEWS OVERNIGHT

ADULTS

Exc.- "Exceptional news program." "Does more than glance at the news. A shame that NBC cannot keep this program going." "In general, I like the casual over-all atmosphere of this show and the delivery style of the anchors. I especially like the way Ellerbee and Schechner, knowing that NBC is going to pull the plug on their show in three weeks, are handling it--with their usual humor." "Anchors are witty, funny, and warm. Show comes together with a fine production. Gives local stations a chance to be on a national level. Foreign press views of American and international stories give Americans a different perspective. A shame NBC cancelled the show."

Fair- "I did not like this show because the announcers dominate it, not the news."

PBS NEWS

MacNEIL LEHRER REPORT

ADULTS

Exc.- "I like their in-depth treatment of subjects in the day's news. With their additional time, they are offering a good balance of capsule review of several news items and in-depth handling of others." "The information presented is straight forward. Well researched and presented." "This news hour inspires me to care about wars and other events overseas. I don't feel this insight from newspapers." "My family and I were especially impressed by the balanced analysis of issues; in this case, the conflict in Lebanon. Critical questioning that attempts to examine as many facets of the conflict as possible. Easy to follow conversational pace without the hype and sensationalism of the major network news. Television and the public has gained an intelligent voice at last."

Good- "I like the show because it provides in-depth, unbiased, analytical coverage of national and world events. This program has a much greater emphasis on news for its own sake rather than news for entertainment."

WALL STREET WEEK

ADULTS

Exc.- "Louis Rukeyser is entertaining as well as informative. His analysis of business news is easily understood. His guests are experts who answer questions you wish you'd asked." "Necessary facts on which to form a philosophy of money management are made interesting and more memorable by the charm and humor of the moderator. Over a period of time an understanding of the market system in a capitalist country is developed ...without the rhetoric of politics." "Educational. Entertaining."

YOUTH

Exc.- "I watch this show because my father and I are investors."

WASHINGTON WEEK IN REVIEW

ADULTS

Exc.- "I like this program because it gives me information about the news that I might not get otherwise. It also gives ideas about how the news of the week might affect the future. I think Paul Duke does an excellent job of moderating the show. They try to evaluate the news without inserting political viewpoints or bias." "It is a chance to hear competent people analyze the world events." "All participants are well-informed. They speak clearly so we can follow them and they seem fair in their judging of people and events."

Good- "Good reporting. Responsible journalism."

YOUTH

Exc.- "This program was very educational and was interesting to watch. The show went into descriptive detail which helped me to understand that week's program on drugs in schools."

CABLE NEWS

CNN NEWS

ADULTS

Exc.- "The best news coverage available on TV--complete in-depth reports of important events and interviews with concerned people, as well as good weather reports, health information, and stock market reports. Excellent reporters."

"It is a very informative political program. The issues are actual. The hosts are very well informed." (Crossfire)

"I enjoy **Freeman Reports** because of the professionalism and sensitivity of the program hostess, Sandy Freeman. Ms. Freeman is always very well prepared in her knowledge of the person she is interviewing. Her questions are deep, thought provoking, and revealing. Guests vary in background and I enjoy the broad spectrum. The interview never lags, is always lively."

MISCELLANEOUS NEWS PROGRAMS

PM MAGAZINE

ADULTS

Exc.- "Very informative. Let's see how others live, etc..."

Good- "I like it because it's about people, places and things people have accomplished." "Variety of interesting subjects."

Fair- "Seems to focus on some pretty uninteresting things."

YOUTH

Exc.- "I liked this program because I was bored and it was worth watching because I saw some teen-agers who had logged into the LosAlamos computer." "It is realistic and I can learn about new things." "It's interesting and I have really learned a lot from some of the topics.

Good- "It covered a wide area of interests." "It takes you to all different places in the world." "It gives information on actors and actresses, movies, T.V. shows, soap operas and music and much more." "The things they tell and go see are really neat and they teach you many things."

ENTERTAINMENT TONIGHT

ADULTS

Good- "When I do watch it I find it interesting and well-produced. Trades mostly on the insignificant made significant because of celebrity. It is hard to believe they find enough to fill each day's show."

PBS BROADCASTING PROGRAMS (PBS)

PBS programs for this year's Look-Listen Poll, received 10.9 percent of the adult evaluations. Youth, on the other hand, only evaluated PBS programs 1.9 percent of the time. Although youth rated PBS programs high (a commendable 3.340 overall rating), a common feeling of the youngsters towards the PBS fare can be summarized in one evaluation we received--"This is a very bad channel I think. Almost everybody I know does not like this channel. It also has **Sesame Street** and all sorts of learning programs which do not interest me at all and their news at 6:00 o'clock is also very bad. It's all talk." Perhaps this statement can give insight into why youth did not evaluate many PBS programs.

PBS programs also received high ratings from the Look-Listen adult viewers--as shown in the table below. **Sesame Street**, with an adult rating of 3.793, was the highest rated program by adults in this year's Poll. **Vietnam: A Television History**, a PBS special, received an adult rating of 3.741 which would have made it the third highest rated adult program. Unfortunately, **Vietnam** and other PBS specials and regular programs received fewer than 30 evaluations. For this reason, we did not include these programs in the analysis of Look-Listen findings. It should be noted that PBS News programs and PBS Children's programs are included in the News and Childrens sections of the Look-Listen report.

OVERALL RATINGS OF PBS PROGRAMS

	Exc.	Good	Fair	Poor	Total	Score
Adults	255	69	4	6	334	3.720
Youth	33	13	6	4	56	3.340
Overall	288	82	10	10	390	3.530

PBS SPECIAL PROGRAMS

THE CHEMICAL PEOPLE

ADULTS

Exc.- "The program not only provided much needed information on substances, effects, treatment, and prevention, but was also supportive and encouraging to those in the community who want to know how to help solve the problem." "It recognized the problem, presented supportive measures, and suggested task forces in cities or neighborhoods. It was constructive." "I hope after this show has aired that communities will recognize that there are serious problems and then plan and carry out programs to fight this."

Good- "I liked the program because it addressed a problem that is real and very prevalent in our society today. As a parent and grandparent, I think knowledge is a necessity in counter attacking peer pressure." "No in-depth data on the source of the problem or new approaches to dealing with it. Probably a good program for teenagers." "Material such as this is disturbing, but surely needs to be seen."

Fair- "I watched it with my 11 and 13 year old kids. We all thought it was boring and contained no significantly new information. It didn't seem to know who it wanted its audience to be. Too bad. Good idea."

YOUTH

Exc.- "Very educational and realistic. Drugs with teenagers is very bad these days."

Good- "Provided accurate information on the topic. It also tried to show both sides of the issue. I think it tried to cover too much information in the amount of time."

SADAT

ADULTS

Exc.- "Sadat is an excellent presentation of the life of the fallen Egyptian leader. Lou Gossett Jr. is a great actor in this film and an incredible Sadat look alike. The filming was excellent. A first rate production which is both entertaining and enlightening. It is a tribute to a great man who wanted peace." "The performances were powerful. Louis Gossett compelling as Sadat. I have a better understanding of the Camp David peace accord." "Not only entertaining, but very educational. This program filled the viewers with very important bits of history. I felt the camera work, and the setting of where everything took place was excellent." "Brought out facts that the news media didn't cover."

Good- "Gossett was very good in this role, you could tell he was engrossed in the man. I thought the program was good and justified the time spent in watching it." "There are too few programs starring (or even featuring) actors in roles that black children can look up to. Sadat was shown at a time when older black children might see it."

YOUTH

Exc.- "Helped me to better understand the situation between Egypt and Israel."

VIETNAM: A TELEVISION HISTORY

	Exc.	Good	Fair	Poor	Total	Score
Adults	21	2	-	1	24	3.792
Youth	1	2	-	-	3	3.333
Overall	22	4	-	1	27	3.741

ADULTS

Exc.- "The best show ever put on about the Viet Nam war. The show is neither pro or con for either side. It takes the time to tell the whole story, from the beginning, from both sides, from those who were there fighting and those who made the decisions. There is a lot of actual footage, and not a lot of narration to cloud or slant your view. The show just presents the events that happened and lets the viewer decide." "There have been very few movies which have made more of an impression on me than this television series. The series was realistic, the actual footage of a war torn country and the looks of the people were very effective in making me feel like a part of Vietnam. The series presented information, in an uncanny blunt manner. This allowed me as a viewer to draw my own conclusions about the war." "It depicted the Vietnam War from many different perspectives. Never before have I seen a program on Vietnam that presented not only the American point of view, but also the Vietnamese point of view on the war. The footage and the interviews are excellent. It's a history book that talks, moves and makes you think." "The devastating scenes left an image in my memory that one cannot forget. The excellent camera shots speak for themselves. It was well documented and produced." "It was sensitive and well balanced and not biased against foreigners." "This show stimulated thought." "The over-riding thought communicated by the series as a whole was the tenacious will of human beings to survive. Manmade means for waging war can cause untold suffering."

Good- ""Fascinating account of an event from a different perspective. It is important for Americans to know how they are viewed by others, particularly in a national crisis." "Informed me of the Vietnam war and America's role in this turmoil. When the show was over I felt I gained knowledge from it."

YOUTH

Exc.- "I liked it because it's true. It gave me a lot of information and it was helpful."

GREAT PERFORMANCES

ADULTS

Exc.- "The Life of Verdi is very interesting. The scenery and recreation of the time period in which he lived is breathtaking. Insights to his inspiration are given. His great accomplishments are shown as well as his failures. Verdi is shown as a great genius that he was in a very natural believeable setting. There is a human quality to this piece of work that enables the audience to feel for the characters." "Artistically beautiful settings." "This program, in addition to being educational, was very tastefully done. The music was beautiful and the singers voices were some of the best I have ever heard." (Life of Verdi)

"An opportunity to see and hear great singers of our time." "Singing was magnificent." "Enjoy--relish--all of the opera telecasts, those broadcast in simulcast in particular."(Live From the Met)

"Tribute to Ballet to George Balanchine was superb. Costuming was so good." (Lincoln Center Special) "Very well done showing Ellington's rise to fame from his humble beginning. Well paced show with many of his great compositions. It showed the great humility and compassion of the man during his lifetime. It also showed the versatility of this fine musician in his many contributions to ageless music of America." (Duke Ellington)

"The warmth of the performance depended greatly on the handling of the equipment. The production was skillfully staged and the artist and audience met pleasantly." (Marilyn Horne) "An outstanding salute to a lovely person. The music was superb." (Tribute to Princess Grace)

Good- "I am glad to see opera in general receiving more acclaim and publicity in this country and this age. Besides enjoying the life of a great composer, I enjoy seeing a life lived during the Victorian age against the background of Italy's unification and freedom from foreign domination." (Life of Verdi)

MASTERPIECE THEATRE

ADULTS

Exc.- "Has maintained its excellence ever since its start, and the contribution of Alistair Cook has added a great deal. The content is varied, the acting excellent and interest is sustained over the six to eight week runs. I don't know whether British actors are actually more accomplished but they set very high standards."

"Masterpiece Theatre does a consistently excellent job, no matter what it seems to present, nor how difficult. The filming of the dreary Welsh mining towns and the contrast of the beautiful countryside is spectacular. Cast is excellent. Story line appears true to Cronin's book and portrays well the indifference of the medical profession to the suffering of the miners and their families." (The Citadel)

"Pictures has both superior content and technical quality. The diverse stereotypical and original characters join together in a superbly-acted piece aimed at a devoted audience. The naturalistic sets give a sense of heightened realism to the 1920's period creation. All of the episode's content furthered the story including the smooth transitions and the good use of narration. Charleston music complements the excellent choice of camera distances and angles." "Delightful light-hearted look at a 1920's starlet's rise to fame and fortune. The cast is perfect and the lead, Ruby, is absolutely deliciously, marvelous!" (Pictures)

Good- "Enjoyed this program especially the music, which I kept humming during the week." (Pictures)

SHAKESPEARE PLAYS

ADULTS

Exc.- "Excellent acting. Excellent Direction. Technically brilliant. Good photography. Artistically satisfying." "A faithful rendition of a classic presented in an interesting and understandable manner...would be entertaining even for those who haven't studied Shakespeare."

NATURE/SCIENCE

NATIONAL GEOGRAPHIC

ADULTS

Exc.- "These specials explore different topics in nature, with excellent photography and fine narration. From Africa to the Arctic, from Asia to Australia, the National Geographic crews uncover and make known many facts important to man and his world." "National Geographic specials have never disappointed me. They are always informative and interesting. As in the magazine their photography always is brilliant." "I have not seen a National Geographic special in years, but the quality of this episode on Australia has brought me back to them. The photography was excellent! It made me feel as if I was getting a guided tour of the 'down-under'. The sound effects were great and very realistic. The narration was real helpful, and the technical quality was great."

NATURE

ADULTS

Exc.- "Enlarges our understanding and increases our appreciation of the world in which we live." "The scenery. At times it left us breathless." "It was a very educational and a very interesting program. I would recommend this program to a person of any age. The scenery was beautiful, and the narration adequately explained the different aspects of nature being presented."

Good- "The photographer, Hugh Miles, did some spectacular work and shows us the spirit and beauty of the desolate Shetland Island. Miles' narration was corny at times. He, however, brought across a nice feeling of closeness which he felt towards 'his' otter. It was a touching, beautiful program."

YOUTH

Exc.- "I want to learn more about animals and watching this teaches me a lot." "I enjoy watching this program because of the excellent camera shots as well as it's educational aspect."

NOVA

ADULTS

Exc.- "This high quality program offers very interesting and informative subject matters that are presented in a superb and engaging manner. The layout of the program is very well planned and presented in a fashion that is understandable to professionals and laymen alike." "Sensitive and thought-provoking. Not afraid of 'controversial' topics." "Good family entertainment which is thoroughly educational--an excellent example of quality programming." "I wish the copyright of this series permitted free use of it in school classrooms, because it takes the audience where they will never be able to go otherwise and dramatizes science as no book or speaker can."

YOUTH

Exc.- "They always show the causes and effects of things they cover. You can learn something from the program." "I can learn a lot about animals and the world for free. Good variety of shows. Good explanations."

SURVIVAL

ADULTS

Exc.- "Enjoyed the detail. Better than a quick overview. A program that the whole family could watch at a time that wasn't too late for children." "It was entertaining, educational, and provided excellent family viewing. Pictures of this quality restore ones faith in the role that TV may play in enriching our lives." "Best and most informative film I've seen on elephants!"

OTHER NATURE/SCIENCE PROGRAMS

ADULTS

Exc.- "The cinematography was excellent. The program was well organized and narrated. The educational value is immeasurable." (Jacques Cousteau)
"The subject matter was fascinating and informative." "The manner in which it was presented made it easy to understand." (The Making of A Continent)
"This show provokes one to want to make the necessary changes to improve the endangered wildlife situation of today. It brings to life all the beauty that most people will never be able to see (animals in their natural environment) and angers one to want to stop the destruction of such an atomosphere. I am amazed at how much information is gotten into a half-hour program." (Wild Wild World of Animals)

Good- "I liked this program because it gave me a chance to see and learn about owls. I watched this show with my two children and they were excited about seeing so many different kinds of owls. It was a peaceful program and one families can learn together from." (Wild America)

Youth

Good- "Although I watched this program for poll purposes only, I found myself to be very interested in it. It was extremely educational and shown in great technical quality." (The Making of a Continent)

MISCELLANEOUS PBS PROGRAMS

ALL NEW THIS HOUSE

ADULTS

Exc.- "A great program because it gives the audience simple step by step instructions on how to restore an old house or now, how to build a new one. I think that the host, Bob Velliuh, does a good job to keep the program interesting and he always seems to ask the trades people questions that the audience would ask. A good program because it combined technical information with a great sense of history but the new show is better because it goes further." "An excellent educational show. It is for all ages. That in itself is pleasant. I was entertained the whole time."

Good- "I like this because it gives me ideas for redecorating and my husband gets ideas for remodeling."

YOUTH

Exc.- "The host and the crew are well trained because this is their fifth house. The camera men give you good, close up shots of things that are being done on the house. It is very educational, but I watch it for interest in building when I grow up."

DR. WHO

ADULTS

Exc.- "Very campy, a sci-fi satire. You get hooked on it." "Unique. A certain amount of English humor in the show makes it very entertaining and interesting. The episodes always have good plots with many twists in them."

Good- "The only program I hate to miss. Always funny. A parody of science fiction done in a tongue-in-cheek manner. It is the charm of 'the Dr.' himself, the human insights, and the relationships between characters which make this program fun to watch." "The characters are intelligent and funny (especially Tom Baker), and show a genuine desire to save or reform human nature. One has a guarantee for good, entertaining drama in Dr. Who.

YOUTH

Exc.- "The show is great. Dr. Who challenges the mind of the viewers. The show varies from week to week. Tom Baker is the best Dr. Who. The show could have better special effects." "Extremely entertaining. It's original, witty, intelligent, and just pretty darn funny. It's futuristic and bizzare but it doesn't insult your intelligence."

SNEAK PREVIEWS

ADULTS

Exc.- "Their selected scenes from films, along with their witty comments cut right to the heart of both good and bad movies."

Good- "It evaluates films which I enjoy very much. It helps me choose movies which are worthwhile."

Fair- "The movie reviewers are opinionated and dogmatic and they seem to only enjoy 'artistic' and usually depressing movies."

MISCELLANEOUS COMEDY

"Very original and well done." (David Allen at Large) "Monty Python is what it intends to be; a silly, lighthearted, but at the same time a clever comedy. Typical British comedy." (Monty Python Flying Circus) "Excellent British comedian. British actors so well trained even in comedic episodes, that exaggeration never goes so far as to be tiresome." (Dick Emery Show)

CHILDREN'S PROGRAMS

PBS CHILDREN'S PROGRAMS

SESAME STREET

	Exc.	Good	Fair	Poor	Total	Score
Adults	23	6	0	0	29	3.793
Youth	2	0	1	0	3	3.333
Overall	25	6	1	0	32	3.750

ADULTS

Exc.- "It would be impossible to NOT like Sesame Street with its refreshing pace, excellent humor, good music, cartoons, sophisticated graphics, and great puppets. I also liked the sponsor--the number '0' and the letters 'M' and 'J'." "I used to watch this show as a child. It is still THE most educational program on television for children. It presents ideals and knowledge in a fun, subtle way." "A valuable learning tool for my daughter. It makes learning enjoyable." "It is clever to me and educational for my 2 year old daughter." "Children (ages 3 and 4) find it entertaining, amazing and at the same time learn from it. I especially like when the show deals with the different emotions and feelings of the cast." "This program is thoroughly entertaining and full of good educational material not just for children but for adults as well. The graphics and special effects are fantastic." "I feel this program keeps both adults and children's interest. It's fast moving, is non-sexist, and brings forward feelings about things not normally discussed." "The show catered to all races!"

Good- "Well written, the segments blend, the filming and photography are pleasing to the eye. I do wish they'd use more music to balance the animation." "Instructional as well as entertaining. My only reservation is that the pace is often too fast--tends to reinforce hyperactivity in viewers."

YOUTH

Exc.- "I thank you for what you are doing. If children watch your shows they will learn a lot. I like a show for younger children to watch."

Good- "This show is very boring. The reason I say this is because it's dull, slow moving, there's nothing fun about it but for a little kid it would be okay."

MR. ROGER'S NEIGHBORHOOD

ADULTS

Exc.- "Mister Rogers has some unknown quality that makes him engrossing. Not only to small children (his intended audience) but he is appealing to everyone from college students to senior citizens. His calm manner appeases the mind and soothes the nerves." "I like this program because it discusses contemporary issues--simplified without being simplistic, and very informative. Fred Rogers, star and producer, obviously loves to teach children and upholds basic human principles, such as communication and the importance of feelings. This show upholds admirable values and should be watched by all occassionally--not just by children." "The stress isn't academic but more on how to handle day-to-day life. There is always an attitude of accepting other people--no-one is ever put down." "An oasis of gentleness and caring in a desert of violence, slick commercials, and unrealistic human characters. Fred Rogers presents an adult personality that children can trust."

Good- "Good points are raised at a child's level. Dealt with a child's fears about the possibility of a war in a way in which there is a chance to communicate and correct misunderstandings." "Does problem solving which

is valuable--talks to children as friends."

YOUTH

Good- When I was little I remember that this was my favorite show. Entertainment for kids and gives them ideas of things to make."

Fair- "A show for kids and I think Mr. Rogers is silly."

ELECTRIC COMPANY

ADULTS

Exc.- "Teaches my granddaughter reading."

Poor- "A poor educational show for children. Teach children to behave wildly and also teaches children bad behavior. They exploit children."

YOUTH

Good- "It has a lot of education in it and helps me to spell words."

Fair- "I watch it because it is educational."

3-2-1 CONTACT

ADULTS

Exc.- "Presents scientific concepts in such a way as to entertain and educate children and adults as well." "A wonderful show geared towards kids. Manages to hold a child's attention by keeping each education segment short and vivid. The messages were morally acceptable. The type of program that should be aired on Saturday mornings instead of the present violent cartoon rubbish. I would encourage my younger sisters and their friends to watch it."

CABLE CHILDREN'S PROGRAMMING

FRAGGLE ROCK (HBO)

"The best children's show that I have seen in a long time. Also appeals to an adult audience, including myself. I enjoy being transported to a fantasy world full of cute little creatures who play all day. Each episode conveys a lesson towards growth and understanding." "Educating and entertaining. The plot of the show has meaning."

NICKELODEON

Adult comments on **Pinwheel**: "An educational program and it provides more English vocabulary for me and my children. The program provides an interesting and comic scene that I can share with my kids." "It was good because it goes over everyday problems that children experience and how they should act. It's very educational and teaches children lessons through puppet's mistakes. Very colorful." "Meant for children, but I found it interesting." "It offered a visual experience for creativity for children. It gave children time to think about what they saw as opposed to just reacting to what was being said...they had to concentrate more on their visual senses. I liked this." "Simon goes to 'the land of chalk drawings'. All the drawings that were not finished felt sad. (The dog had no tail to wag...the bird had no wings to fly...etc.). The little boy felt 'ashamed' because he did not finish the drawings. Simon worked very hard to finish all his drawings. He learned never to leave a drawing unfinished. I liked the lesson--about completing tasks...it offers more than just a cartoon."

Adult comments on **Kids' Writes**: "I really liked this program because it is unlike any other thing I've seen. The set resembles that of an experimental theatre. Music is used very effectively to enhance the dramatization of the kids' stories. Its simplicity was striking and attractive."

NETWORK CHILDREN'S SPECIALS

ABC

"This is an educational show for a child and an entertaining one for an adult. It teaches a child about sharing and caring and allows him to experience some form of adventure." (Short Story Special) "Dealt effectively with human emotions. It portrayed problems, presenting children's problems as well as the adult perspective. Both sides made mistakes and ended up working together." (Young People's Afternoon Special) "Used multi-racial groups--black female teacher in school classroom, non-traditional. Girls in active roles. Natural photography. Liked the way the theme was dealt with. It was realistic and it didn't have a magical object or super being helping someone through life. The graphics were great and integration of narrative and dialogue helped the scenes to flow together." (Weekend Special)

CBS

"Drama concerning pre-teens growing up and dealing with feelings--this show did very well. Depicted the positive and negative aspects of making a committment to friends." (Afternoon Playhouse) "Imaginative story. The characters were presented in a realistic setting and their reactions to the situation at hand (the appearance of a unicorn) were also quite believable. Creative thought and imagination were required by the audience members in order to truly enjoy this selection." (Children's Film Festival) "OK but not great. Realistic, but a little far-fetched. The little boy in the story was 'too good' or too nice to be true. Don't think children would identify with the characters. The story was too superficial--but, it wasn't a total waste of time." (Children's Film Festival)

NBC

"Artfully produced, informative yet informal, personal through the use of kid's comments, non-sexist or racist, skillfully edited, used pleasant acoustic guitar background misc, and most importantly encouraged children to explore 'unknown regions' in their lives." (Special Treat) "The Dance Institute Program was fantastic--really eductional and inspiring." (Special Treat) "Jacques D'Amboise taught ordinary school children to dance. Very inspiring. Showed that kids can do what they want to. Boys as well as girls can dance and not worry about being sissy. Dancing taught the children discipline." (Special Treat)

CARTOONS

We have a good number of cartoons in this year's Look-Listen Opinion Poll mainly because a university class chose to evaluate Saturday morning children's programs. The adult evaluators were quite critical of cartoons, disliking the violent nature of these shows. They were also critical of the stereotypes used and sexist ideas they thought cartoons promoted. These evaluators praised cartoons that showed imagination and those that showed realistic situations and emotions. Youth evaluators, on the other hand, did not critically view cartoons--rather they merely commented that the cartoon was funny and they like cartoons." Due to space considerations, we are unable to print representative comments on cartoons. These are available through our NTC office.

MADE FOR TV MOVIES

About 200 Look-Listen viewers chose to evaluate Made For TV Movies. A total of 28 different movies were evaluated. Unfortunately, for most of these features, there were too few viewers for us to include their comments in this year's Poll. However, a few did elicit a significant response and are included below.

THE DAY AFTER (ABC)

	Exc.	Good	Fair	Poor	Total	Score
Adults	18	14	9	4	45	3.022
Youth	11	2	0	0	13	3.846
Overall	29	16	9	4	58	3.207

ADULTS

Exc.- "This emotionally graphic portrayal of a nuclear holocaust confronted an issue that has been swept under the rug for too long. Whether the movie was completely realistic is not the issue, the vision of total annihilation is. . . well acted, produced and presented in a way that really leaves one thinking." "Was presented at exactly the right time in relation to the talks and deployment of missiles in Europe. I was not influenced one way or the other." "I was numbed." ". . .stirring and compelling drama. . . the special effects were realistic to a scary degree." "The movie externalized inner fears that I have about the threat of a nuclear war. . .hope that this movie will influence the decisions of the politicians who control the nuclear arsenal. . . instrumental in informing the general public on the disastrous effects of a nuclear war." "The point was made that a nuclear war IS possible. This presentation got people to start thinking and talking about something that we have all put in the back of our minds, in the hopes that we will never have to deal with it." "I liked this program because of the controversy it started and the discussions about preventing nuclear war."

Good- "Jolted us out of lethargy regarding nuclear war. There should have been more large scale scenes of total destruction. The best lines in the movie were 'Do you understand what's going on in the world? Yes, stupidity!' The problem of how to avoid such a war, was not addressed." "Good movie even though the movie was played up too much by the media. . . the movie would have had a greater impact if less advertised, which brought about unnecessary anxieties. . ." "Too many commercials in the first hour of the film weakened the introduction to the people of the small American town, but I appreciated no commercials in the story of the actual nuclear attack. ABC has performed a real public service." "The discussion after was better than the program itself. The program itself was too long, characterization was not developed, and from what I understand understated the effects of nuclear war. Overall, it showed how pervasive an educational media TV can be when promoted. This is both frightening and exciting." "'Like' is not the word--nor 'dislike'--it was a grim experience and valuable because it was thought provoking and the challenge to avoid nuclear war is more critical than ever." "Watched it with the thought that this was an emotional 'media event' which a person should see, not only to gauge its effects on one's own views, but to determine how those millions of others seeing it might be affected politically. It certainly got its point across about the horrors of nuclear war and I found myself filled with welcome relief when viewing the commercials, which I truly paid a lot of attention to. . .really likedwas the rational Viewpoint discussion and question and answer period which followed." "It completely understated the effect of a many-war-headed nuclear bomb and

the devastation it could accomplish. It also did not address the basic problem--how to safely dare to disarm while there are predatory nations who covet the United States and our free way of life. It did not portray the other side of the coin--what would happen if we were to disarm ourselves. All the hullabaloo prior to the movie was typical Hollywood eyewash."

Fair- "The depicting of the events of nuclear war was inaccurate. The show would have had no merit except to depress people, except for the panel discussion afterwards." "The merit severely jeopardized by the incredible media promotion. Actual production left plenty to be desired. Shallow characters. Took an international issue and reduced it to a minute scale. The effects of nuclear war were reduced." "Far too simplified. More emphasis should have been placed on avoiding, survival and reorganization of humans and less on saving a pet dog."

Poor- "One of the most blatant pieces of propaganda I have ever seen. A program filled with scare tactics with no realistic expression of the many ways in which an attack by the Soviet Union can be prevented or countered." "After all the media hype the viewer was left with a lousy show. The film tried too hard to appeal to our values and through its' poor construction, it failed to get a real gut reaction. The scenes were choppy and the constant flashes from one family to another were distracting and quickly tiresome. This, combined with rigid and uncreative acting, hampered the climactic build. The drama promised by the media was never delivered. I was terribly disappointed."

YOUTH

Exc.- "It woke me up to the realities of nuclear war." "Good movie entertainment wise. However, it was not realistic. If a nuclear war really happened things would be much worse than were shown in the film." "It showed some people that it was better to talk something out than press the buttons." "It scared me and upset me very much, we Americans have got to realize how dangerous nuclear arms are--their no toys. It made me aware of what could happen. Special effects were very good too, It looked very real."

Good- "I found it extremely boring because I was expecting things to be a lot worse than they showed."

BILL ON HIS OWN (CBS)

ADULTS

Exc.- "It pulled me right in--I wanted to reach out and lend a hand to Bill." "It showed the need for each of us to have compassion and not just pity for those less fortunate." "I've never seen many people like this, but Mickey Rooney made the character realistic."

Good- "This helps to educate the public about the retarded and hopefully more tolerant of these people in their struggle for survival." "It was a realistic portrayal of the special problems of the mentally handicapped and those involved with them. It also showed what a little caring can do and just what the handicapped can really do."

YOUTH

Exc.- "The true story about the retarded man, Bill, was a very touching movie. It wasn't a tear maker instead it was happy and sometimes funny."

ADAM (NBC)

ADULTS

Exc.- "Not only was the casting ideal and the acting superb, but the movie realistically portrayed an everyday tragedy which the public would be more aware of." "The kidnaping of children is a very serious matter. The show handled it with extreme taste. It also showed the father's side. I also

like the ending when they flashed the faces of children who are really missing across the screen." "Beautiful acting. Touched both my mind and emotions. Shows how great TV can be!"

Good- "It dealt with a real problem: missing children and was based on a real event. It served a definite purpose--alerting people to the problem of missing children."

YOUTH

Exc.- "I liked this movie because it was about a missing child and his parents. It showed what really happens to kids when they are kidnapped. It showed how sick people really are nowadays, also." "I liked it because it showed rality. It showed how things really are in society. It tells parents not to leave their kids alone, that any child can be kidnapped. I liked it also because I think it could help alot of parents whose children were kidnapped get through it."

RERUNS

Despite our request that participants avoid evaluation of reruns, a larger number of viewers did so than ever before. More youth than adults evaluated reruns--watching primarily between the hours of 3:30 and 6:00 PM. Comments on M*A*S*H are included here due to the overall high rating and number of ratings evaluations received. Representative comments on other reruns may be obtained from our NTC office.

M*A*S*H

	Exc.	Good	Fair	Poor	Total	Score
Adults	12	4	1	5	17	3.647
Youth	15	4	1	5	25	3.160
Overall	27	8	2	5	42	3.357

ADULTS

Exc.- "M*A*S*H has always been one of my favorite shows. It portrays serious subjects with humor and sensitivity." "Relaxing, humorous with some substance." "Although it is a comedy show, it parallels the truth." "The action is fast, there is understanding of fellow-man, lack of profanity, fast reparte' and interesting plots that make the one half hour zip by rapidly. One of my favorites--worthy of a rerun."

Good- "I can't say enough good things about Alan Alda. This show brings out the best in all of the actors involved."

YOUTH

Exc.- "It puts a little humor in the dark side of the war." "This show is so successful because of the mixture of drama and comedy." "Shows how they can laugh when they are really hurting down inside."

Good- "It deals with reality. These things really took place."

Poor- "Not funny and its too old fashioned."

SOAP OPERAS

Daytime soap operas continue to be favorite programs for many Look-Listen participants. Due to space considerations, we are unable to print comments for each of the programs evaluated. The following comments are for the two daytime soaps which received more than 30 evaluations. Representative comments for other daytime soaps are available from our NTC office.

ALL MY CHILDREN

	Exc.	Good	Fair	Poor	Total	Score
Adults	12	17	1	0	30	3.366
Youth	5	2	0	0	7	3.714
Overall	17	19	1	0	37	3.432

ADULTS

Exc.- "It brings up a wide variety of social issues. Its stories are unique and it is very fast paced. . .unpredictable. . .complicated, dramatic and suspenseful. It adds some excitement to my day. . .addictive and thrilling." "The plot lines are well written, thought out, and intricate. The stories are not dragged out." "Most of the plots are realistic and deal with real life situations. The stories also show a humorous part of life. Especially Opal's search for a husband."

Good- "Something you can really sink your teeth into. It's glamour, sex, suspense and a lot more." "One of the only soaps that does not drag events out. When a conflict or problem arises, the audience is not left 'hanging' for weeks. The problem is usually wrapped up the next day. The acting is also better than on other soaps; has some truly zany characters." "Combines drama and humor with good blend of characters--good acting." "Above all, Dorothy Lyman as Opal is incredibly tacky, funny, and more believable than any other character." "It's my relief from reality."

YOUTH

Exc.- "It's fun to watch the people get over dramatic."

Good- "It's just like everyday life of real people. It's exciting and interesting. It's a soap opera."

GENERAL HOSPITAL

	Exc.	Good	Fair	Poor	Total	Score
Adults	15	27	9	5	57	2.877
Youth	18	12	2	2	34	3.353
Overall	33	39	11	7	91	3.055

ADULTS

Exc.- "There was a lot of suspense which drove me crazy, but kept me watching." "It's realistic, and the characters are believable." "Well developed interesting characters. Plenty of action. Unique blending of characters and situations." "The writing is everything and the uniqueness of the show is exquisite." "It takes me away from the real world. When I think that I have problems, I just watch the show and I see that my problems aren't so bad after all."

Good- "Although some of the major themes stretch ones imagination, they provide an exciting and captivating tinge for the show. The characters make these plots believable on a day to day and realistic basis. With General Hospital one can always expect the unexpected." "I watch it because the plots are exciting and the characters are vibrant and colorful." "I have become so wrapped up in the lives of the people portrayed that missing a day would be disastrous. There is a great sense of enjoyment in watching how other people deal with the problems of every day life." "I like it because it always changes and I don't like it because I feel compelled to

watch it everyday." "I feel that they have over done the character of Luke Spencer. It seems as if he's being turned into a modern day superman. I feel that the show would improve greatly if they'd stick to sex instead of spies." "The characters and their problems are just as unrealistic as those of any other soap, yet the actors interact so well together and are so likeable that I have a tendency to overlook the frequently far out plots." "The quality of weekday program surprises me at times as the show creates an intimate relationship between the characters and the audience. The characters of Luke and Laura have influenced me to schedule myself around the program."

Fair- "I am always left feeling as if I am stranded on an iceberg, trapped and confused. The characters are believable, unfortunately, the script is quite the opposite." "The program has varied in being slightly believable to totally unbelievable. . .it is important to maintain the program as a realistic portrayal of the characters lives." "I think the acting is of poor quality, there are too many close-up shots, and the content is generally very unrealistic." "Many times the actors or actresses make mistakes in their lines, the technical quality is not good, and the plots are so unrealistic."

Poor- "It's too unrealistic and fake."

YOUTH

Exc.- "Everyday something thrillingly new happens." "The characters seem to be real and I feel you can learn a lot about feelings by watching this program." "It's action packed and full of suspense. This soap always has something unexpected going on." "An interesting, suspenseful show." "I like this program becaue of the actors and all the adventure in the show.. . . . entertaining . . .never a dull moment." "I love to watch Luke and Laura together again.""

Good- "It is realistic and the actors are very good." "It is really quite ridiculous, however I really enjoy it." "A real intriging show. Keeps you suspense." "It's pretty exciting. I watch it because I like the cute guys." "It has a lot of action and I like the characters especially Blackie."

Poor- "I think the actors are very poor and the plot is unrealistic and sometimes absurde."

GAME SHOWS

FAMILY FEUD

	Exc.	Good	Fair	Poor	Total	Score
Adults	6	10	5	1	22	2.955
Youth	2	4	3	0	9	2.889
Overall	8	14	8	1	31	2.935

ADULTS

Exc.- "Good fun entertainment with real people in a fun situation." "Richard Dawson is excellent. Audience can participate at home." "In good taste. Richard Dawson conducts a friendly well-managed show."

Good- "Richard Dawson kissing every woman on the show is sickening and out of taste. The audience's common response to each question is a little juvenile." "Suitable for all ages. Nonviolent and family oriented." "I enjoy the suspense—the anticipation of someone winning. The only game show I care for. Like Richard Dawson."

Fair- "Richard Dawson is the reason I do not like the show. Could he be replaced?" "Allows for audience participation, in the sense that one finds themself siding with a particular family."

YOUTH

Exc.- "I want to be on the show someday too." "The show puts strategy on your mind."

Good- "I like guessing along with them."

Fair- "I did not like Family Feud because it gets carried away. Also the host is a little goofy." "There is no way that man gives people $10,000 every time they win." "I don't like game shows, especially this one because it doesn't teach you anything. They write stupid questions that no one wants to know the answers to."

THE PRICE IS RIGHT

ADULTS

Exc.- "Showcase for manufacturers. Audience is very enthusiastic and appreciative." "Enjoy bidding along with contestants. Bob Barker outstanding as MC."

Good- "Like most game shows--fast paced, exciting, etc." "Very clean show."

Fair- "Absurd and ludicrous."

YOUTH

Exc.- "Lively, relaxing and entertaining show. Real people getting a change in life." "Fun to watch." "I was interested in the different types of ways to win prizes."

TIC TAC DOUGH

ADULTS

Exc.- "My husband and I 'play the game' seeing who can first answer the questions--it is very educational. We get the grandchildren to 'play' along with it too."

Good- "Suggestion to improve--have questions for the Jr. High, also small fry day program."

WHEEL OF FORTUNE

ADULTS

Exc.- "We at home can play along and get our thinking cap adjusted." "Very challenging."

Good-"Good to test your own memory." "Too many people participating. "

TALK SHOWS

DONAHUE

	Exc.	Good	Fair	Poor	Total	Score
Adults	15	10	2	3	30	3.233
Youth	0	1	0	0	1	3.000
Overall	15	11	2	3	31	3.117

ADULTS

Exc.- "Donahue is a very fast moving and emotional show. The audience is the highlight of the show. Donahue himself is both thorough and objective." "Informative and thought-provoking. No matter how delicate or emotionally-fired the topic is, it is handled professionally and with sensitivity for the guest speakers and audience as well." "Brings to the public many aspects of today's civilization that are not ordinarily seen on TV or discussed on radio." "Important facts were revealed." "Interesting topics, variety of speakers." "Up-to-date issues." "Reflects all the facets of everyday life. The host is excellent, and the presence of the public makes it very real."

Good- "Discussion thought provoking." "It was informative and straightforward

on a subject that is hard to deal with." "I didn't like this show because it presented a topic for discussion that could never be proven one way or another." "This is a controversial hour. I turn it on to see who and what, if I find it NOT to my liking I turn it off." "I turn off his many (too many) sex problems but I check each day to see what his topic is."

Fair- "I don't care for the personality attitude of the host. Would prefer a more low key/less argumentative person. Occasionally discuss topics with friends." "I resented every minute of the attention given to the talkative woman from Pennsylvania expanding ideas promoted years ago by Leslie Spence without a word of credit to Leslie or to ACBB."

Poor- "I object to Donahue's sensational subject matter."

THE TONIGHT SHOW

	Exc.	Good	Fair	Poor	Total	Score
Adults	10	10	4	1	26	3.160
Youth	3	1	0	0	4	3.750
Overall	13	11	4	1	30	3.241

ADULTS

Exc.- "Johnny Carson is not afraid to act weird. Carson is relaxed, but he's also got an uncanny way of relaxing the guests. The interviewees are funny, informative and revealing. Everyone likes to know that stars are human." "Carson's humor is very refreshing. Well usage of audience participation." "On-the-spot comedy, interesting and funny guests. Held my interest because they discussed interesting topics. . . informative as well as funny." "Especially like the topic routines that use news items." "Johnny Carson can make me laugh more than anyone in television."

Good- "Current political satire." "Johnny Carson is a funny man and capable of handling any situation." "If Johnnie wanted to, the show could run for another twenty years." "Funny and far fetched yet true in a certain way. My favorite kind of humor."

Fair- "An interviewer is only as good as his guests, and Johnny wasn't having much luck on this night. Generally the **Tonight Show** is very good. I think they should be more careful of choosing guests to appeal to their entire audience." "The routines or skits are poorly written and used too often. Sometimes people laugh because these skits are so stupid. My intelligence is insulted."

LATE NIGHT WITH DAVID LETTERMAN

ADULTS

Exc.- "**Late Night with David Letterman** is a fine talk show with a unique sarcastic, yet subtle style. 'Bud' Nelman is also unique, and he adds his own strange humor." "I think David Letterman is hilarious, spontaneous, extremely likable." "He comes across as being so human. He is relaxed and his guests are also." "Fresh, innovative, and funny." "This show sticks its neck out and dares to be different."

Good- "Very creative and entertaining." "**The David Letterman Show** is an 'off-the-wall' talk show which does not take itself very seriously. The show takes a lot of chances."

THICKE OF THE NIGHT

ADULTS

Good- "Pleasant late night alternative to 'Johnny' and appeal to a younger crowd." "Funny, nice airy set. Host Thicke a little stiff. He seems to be a straight man that can't pull it off--not funny."

Fair- "Too trendy. Tries to keep up with fads too hard, rather than being an individual show."

WOMAN TO WOMAN

ADULTS

Exc.- "It made me a lot more aware of feminist issues. It is concise, informative and is ready to meet the needs of today's woman."

Good- "This television show dealt with a very realistic, and deep subject matter --this was the problem. At three the kids are out of school. I felt that this was a very bad time to air a program dealing with the sexuality of the adult woman."

VARIETY

CBS

ADULTS

Exc.- "One of many shows that are coming out now, about mistakes entertainers make while on camera. This is definitely a unique kind of show. It is not only different from comedies, but mistakes like these are not staged." (Life's Most Embarrassing Moments)

Good- "You get a chance to see the real personalities of the stars--they are themselves."(Battle of the Network Stars)

"It was funny to see than even famous people can make mistakes. Showed how actors and actresses can become family while working together, and these mistakes seemed to break-up the monotony of a pressured job. (Life's Most Embarrassing Moments)

YOUTH

Exc.- "Excellent in every way. Choreography is outstanding. Content is great."

Good- "I would enjoy the show even better if it had music videos on it." (Solid Gold)

NBC

ADULTS

Exc.- "A very humorous, innovative and lively show. Imaginative. . particularly funny is Eddie Murphy." (Saturday Night Live)

"Unusual and apart from typical seasonal shows. Sponaneity of the actors mistakes brings about a quality of realism. Technical quality tremendous. Portrayed a high degree of professionalism." (TV's Greatest Censored Bloopers)

Good- "An insight into the difficulty in preparing viewable programs." "The basic idea of the program is a potentially very funny one, but tiny cartoon men on the screen made the whole thing seem very stupid." "It may be unkind but watching professional people make mistakes is fun." (TV's Greatest Censored Bloopers)

"Funny skits dealing with every imaginable aspect of life. Lets me sit back and relax by taking life a little less serious." "They satirized real life situations and social roles and patterns. Skits were creative and well-written." "That it is live gives it an exciting quality." Saturday Night Live)

Poor- "Projected scorn and ridicule of basic Christian beliefs." "Hate it! Ridiculous, offensive and disgusting." (Saturday Night Live)

YOUTH

Exc.- "I liked it because it had a lot of black entertainment on it. And it's not too often something like that comes on." "Knowing our country's old music is a good way to increase our knowledge of music." (Motown 25)

"Best late night comedy show on TV. Deals with realistic views but makes the issues hilarious." "Entertaining, also funny. (Saturday Night Live)

Good- "I appreciated NBC doing a special on black music. Showed that we are not forgotten and that we contributed to the different kinds of music and brought about some." (Motown 25)

SPORTS

MONDAY NIGHT FOOTBALL

	Exc.	Good	Fair	Poor	Total	Score
Adults	15	10	1	1	27	3.444
Youth	25	8	2	0	35	3.600
Overall	40	18	3	1	62	3.565

ADULTS

Exc.- "I think ABC's format is the most entertaining way to present football. They have great camera work. They can give so many different angles to the same play. They also have the best team of announcers for the game." "I love professional football. Frank Gifford, Don Meridith and O.J. Simpson all help me to better understand the intricacies of the game, but Howard Cossell is an irritant and makes irrelevant comments." "I love this program because I love football. It is in a perfect time slot and it is presented very professionally."

Good- "Announcers give balance to the telecast and also provide a wide range of experience and insight into the sport of football." "Air personalities make the program work." "I like football and I hate Howard Cossell." "The announcers (Frank Gifford, O.J. Simpson, and Don Meredith) were intelligent and non-partial. I enjoyed their play-by-play and general analysis."

Poor- "Too much violence, commentators were boring and lackluster; talked too much."

YOUTH

Exc.- "They had excellent camera shots and replays. Also, the half-time highlights were exciting. "The camera work was great. It gave good statistics." "Nothing compares to it. I like the fast action and the good teams against bad ones." "This edition of Monday Night Football especially interested me in the fact that Howard Cosell wasn't on the air." "I like the coverage of the game by the commentators. It is also analyzed well." "You have only one problem on ABC sports and that is Howard Cosell's mouth." "I like to watch the hitting and passing."

Good- "The games on Monday Night Football are usually good and close. The teams in the games are usually quality teams."

NFL FOOTBALL (CBS)

ADULTS

Exc.- "In particular CBS Football is excellent, multi-angle camera work, replays, good colour commentary. One has a feeling that the producers/commentators care about providing the most informative and varied coverage of the game."

CABLE

Cable viewers were more than ever this year. Unfortunately, we are unable to include comments for these programs due to the small number of evaluations per program. Comments for individual programs may be obtained from our NTC office. See News and Children sections and tables of results for comments and more findings on cable programming.

NATIONAL TELEMEDIA COUNCIL

Look • Listen • Learn • Respond

NTC is a national, non-profit consumer's organization which facilitates the efforts of individuals and local, state, and national groups to improve *by educational means* the quality of electronic media programming. NTC's Chapter organizations carry out its work at the local level.

NTC was founded because ... consumers were concerned about the impact of the media and believed it was the citizens' responsibility to express this concern.

NTC provides a national means for participation ... to be heard ... to make a difference ... through education ... through positive approaches working with, rather than against, the media.

A bit of NTC History ...

The National Telemedia Council was originally formed as the American Council for Better Broadcasts at Minneapolis, Minnesota, June 24, 1953. Representatives of 18 national and 16 state organizations were present, coming from 93 cities in 34 states. On November 20, 1983, ACBB adopted the new name, National Telemedia Council, Inc., with the subtitle Look • Listen • Learn • Respond. The move reflects the expanded scope of the council's activities in keeping with the new and changing technologies.

Today the Council continues to build on its proud history, working through its membership, its Board of Directors, and its recently established National Advisory Council.

Toward the FUTURE ...

NTC offers continued help to face the challenges of the future ... a future in which an abundance of program choices and teleservices will become household items. NTC will help build the partnership effort needed in this nation toward a media wise society in the 1980's ... and toward the year 2,000.

YOU can be part of this FUTURE ... join the National Telemedia Council ... toward a **MEDIA WISE** society!

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